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U.S. DEPARTMENT OF AGRICULTURE · STATISTICAL REPORTING SERVICE · IN COOPERATION WITH THE NATIONAL LIVE STOCK AND MEAT BOARD

HOMEMAKERS' OPINIONS ABOUT SELECTED MEATS

A NATIONWIDE SURVEY

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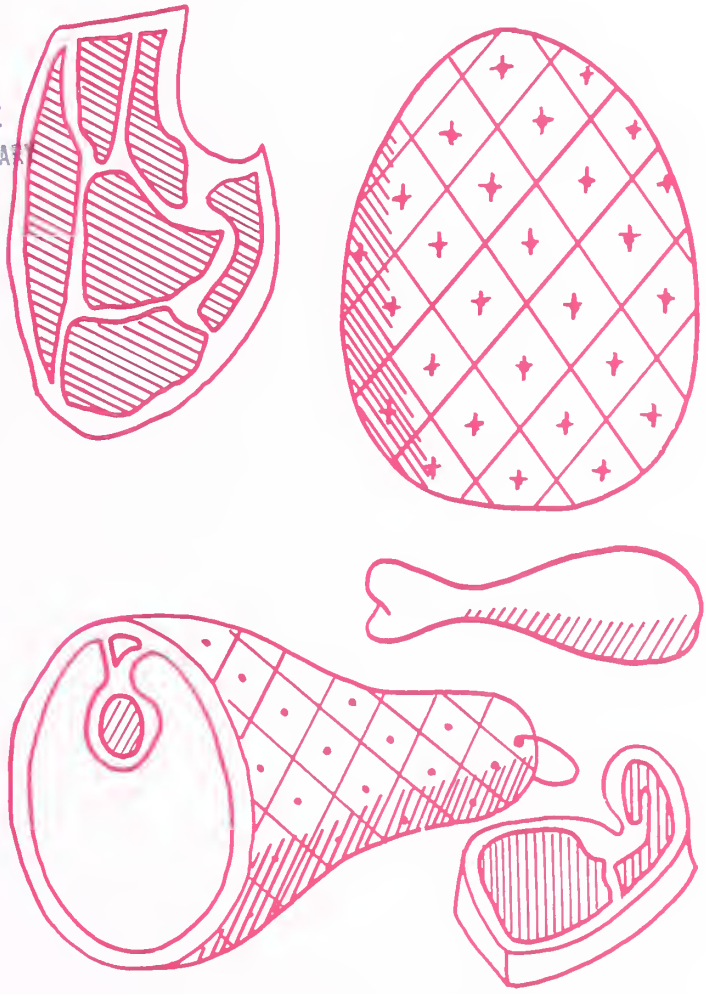

MARKETING RESEARCH REPORT NO. 854

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PREFACE

This report concerns a year-long study of homemakers' opinions and attitudes about selected meats and meat products. It is one of a group of studies conducted by the Special Surveys Branch, Standards and Research Division, Statistical Reporting Service, to determine consumer reactions to agricultural products. The study was designed to provide guidelines for programs of research, education, and information on meat products and to provide product characteristics that satisfy consumer demand better. The National Live Stock and Meat Board contributed toward the cost of the project and also provided technical assistance on behalf of the meat industry.

The data were collected and tabulated by National Analysts, Inc., Philadelphia, Pa., under contract with the U.S. Department of Agriculture. Preliminary results, based on interviewing from the first quarter, were published as SRS-12 in March 1968.

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HIGHLIGHTS

Meat Purchasing

When homemakers buy meat, their first consideration appears to be assurance of good quality, judging by the frequency of replies in a nationwide sample survey in 1967 conducted by the U.S. Department of Agriculture in cooperation with the National Live Stock and Meat Board. None of the four meats focused on in the four-season survey--beef, chicken, fresh pork, or ham--consistently satisfied this requirement among the 3,099 homemakers interviewed.

When homemakers were shown a list of meats and then asked which meats they might want to learn more about to ensure receiving good cuts, they were somewhat more likely to mention beef and fresh pork, though not to the exclusion of other meats. Some homemakers said they would like more information about selecting all of the meats on the list, although a substantial number expressed no interest in learning more about any of them.

Complaints about meat in general or the way it is sold tended to concentrate on packaging. Objections were expressed to prepackaging of meats which conceals waste--fat or bone--on the underside where it cannot be seen at the time of purchase. Some homemakers also volunteered that meat is expensive.

Little interest was expressed in buying meat which is already frozen, even though most homemakers said they sometimes freeze fresh meats at home. Inability to judge the freshness of already frozen meat was most often cited as the basis for reluctance to purchase such meat.

Meat Preparation

A majority of homemakers expressed an interest both in learning more about preparing meats and in trying new recipes. About 3 in 10 said they had actually tried a new recipe for meat in the preceding 3 months. Interest in new recipes focused principally on those for meats reportedly used most--especially ground beef and chicken.

The majority of homemakers reported doing outdoor cooking or barbecuing within the 12-month period prior to the interview; ground beef, beefsteak, wieners, and chicken were favored for this type of activity.

Inspection and Grading

The functions of Government inspection and grading were not altogether clear to respondents. Many assigned the functions of grading to inspection, and vice versa. About half believed that grading of retail meat extends to pork. A majority of homemakers also appeared somewhat confused about USDA grade designations for beef, one example being the impression that USDA Grade A was a familiar designation.

Respondent "Images" of Selected Meats

Beef, the most frequently eaten meat in this study, was characterized by a substantial majority of consumers as tasty, easily digested, versatile, healthful, providing little waste, and not being tiresome. It also scored as well as, or better than, the other meats investigated on all but one of the other characteristics listed--desirability for eating cold.

Part of the versatility attributed to beef appears to derive from the number of different forms available, each of which satisfies varying needs. For example, the majority of homemakers considered ground beef inexpensive, easy to prepare and, along with steak, good to serve in warm weather. They also intimated that oven roasts and steak satisfy prestige desires, and these meats (steak to a lesser extent) are likely to be considered a good choice for guests whose preferences in meat are unknown. Overall, unfavorable characteristics were not likely to be attributed to beef. However, among specific cuts, steak was singled out as expensive.

Chicken, although reportedly not served as frequently as beef, was found to share many of the favorable characteristics attributed to beef, and to be relatively free also from negative associations. The chief disadvantages cited concerned its keeping qualities when raw and being a meat one tires of.

Smoked or cured pork--generally known as "ham" to consumers--was the least frequently consumed of the four meats focused on in this study. It was credited by a majority of homemakers with being tasty and good to eat cold. Many women also rated ham favorably for its keeping qualities, and its suitability for serving in warm weather and to special guests. However, many rated it tiresome and unsuitable for weight watchers.

Fresh pork, although reportedly eaten more often than ham, projected a less favorable image. Although respondents themselves tended to characterize fresh pork as tasty, many may have been unsure that others like its taste, as indicated by their reaction to the idea of serving pork cuts to guests whose preferences are not known. In addition to receiving the unfavorable comments mentioned above for ham, fresh pork was also often considered difficult to digest, not always safe to eat, and to have too much waste. Many also claimed that pork is not good to eat cold and does not keep well before cooking.

The specific question of cholesterol was an apparent enigma to homemakers. Cholesterol was named least often as an important factor in deciding which meat to purchase. Even for fresh pork--which evoked the largest number of negative replies on the issue of cholesterol content--two out of three homemakers did not express an opinion on this topic.

Lamb, which was investigated in this study in less detail than the meats discussed above, was not considered favorably for any of the situations suggested to respondents. When asked directly, some nonusers cited dislike for lamb's flavor or odor. Lack of exposure to lamb in the parental home was also mentioned as a reason for not using this meat.

Analysis by Selected Characteristics

To offset possible seasonal variations in responses due to changes in price or availability of the various meats, the survey was conducted throughout calendar year 1967. Homemakers' replies indicate that season of the year has no particular bearing on opinions about the meats investigated in this survey.

For a number of questions, divergent patterns of replies emerged according to the respondents' background characteristics (some of which are closely interrelated, such as level of education, income group, and age). For example, homemakers at higher education levels were more favorably disposed to selecting meats for their nutritional qualities; along with younger homemakers, they were also more interested in learning how to prepare meats and in acquiring new meat recipes. On the basis of easy digestibility, older homemakers tended to reject ham and fresh pork more frequently in favor of beef and chicken.

Possibly of even greater interest are topics on which homemakers' responses were not differentiated to any extent by background characteristics. For instance, homemakers with varied backgrounds were almost equally likely to reject the idea of purchasing already frozen meat. They were also generally agreed on the importance of being assured of good quality meat and in their ratings of beef, chicken, ham, and fresh pork in this respect. Large proportions of women--whether at higher or lower levels of education and income--gave evidence of confusion in some areas where factual information was asked for. Substantial proportions at all education and income levels said that pork is graded at the retail level and that USDA Grade A was a familiar grade designation for beef; both responses are fallacies.

HOMEMAKERS' OPINIONS ABOUT SELECTED MEATS: A NATIONWIDE SURVEY

by

Margaret Weidenhamer, Edward M. Knott, and Lorna R. Sherman 1/

INTRODUCTION

This study of homemakers' opinions about selected meats was undertaken to provide insights into ways of planning more adequate programs of research, education, and promotion for the mutual benefit of the consumer and the meat industry.

The findings presented here are based on personal interviews conducted with 3,099 homemakers during 1967. These homemakers represented a cross-section of private households located in both urban and rural areas throughout the 48 conterminous States. Respondents were selected entirely by area probability sampling procedures. Because of the possibility of important variations in responses by season, four waves of interviewing were conducted:

Season	Interviewing periods	Completed interviews
		Number
Winter	Jan. 23, 1967--Mar. 27, 1967	776
Spring	Apr. 21, 1967--June 23, 1967	782
Summer	July 21, 1967--Sept. 27, 1967	778
Fall	Oct. 20, 1967--Dec. 28, 1967	763
Total interviews, all seasons		3099

Within each season of the year, almost all interviewing was conducted during the first 3 weeks of the time period specified above.

1/Miss Weidenhamer and Mr. Knott are with the Special Surveys Branch, Standards and Research Division, Statistical Reporting Service, U.S. Department of Agriculture. Mrs. Sherman is with National Analysts, Inc., Philadelphia, Pa.

Provision was made to ensure a minimum completion rate of 80 percent. This was done by a differential callback procedure whereby urban households--where initial contact was not made--were revisited at least three times (either during different times of the same day or on different days), and rural households were revisited at least two times.

A household drawn into the sample that otherwise may have fit the eligibility requirements for this study was declared ineligible if no meat or chicken was said to be served. The eligible respondent was defined as that person in the household with principal responsibility for the purchase and/or preparation of meat. This definition permitted some male respondents to be included in the study. For reporting convenience, however, terms such as "homemakers" and "women" are used in this report to refer to all respondents, regardless of sex. A complete description of the sampling procedures used and estimates of sampling error for this survey are presented in the appendix.

Communities were classified by size as follows:

Metropolitan--Standard Metropolitan Statistical Areas 2/ (SMSA's) of 1 million or more persons in 1960.

Urban--SMSA's of fewer than 1 million persons.

Rural--Areas not included in SMSA's.

Within both the metropolitan and urban groupings, distinction is made between cities of 50,000 or more persons and their suburbs (other areas within the SMSA's boundaries), in accordance with the sample design. (A more detailed explanation of the distinction between cities and suburbs--zones 1 and 2--appears in the sample design section of the appendix.) For reporting convenience, abbreviated terms are used to describe the community size groupings.

2/A Standard Metropolitan Statistical Area, as defined for census purposes, consists of a county or group of contiguous counties (except in New England) which contains at least one central city of 50,000 inhabitants or more, or "twin cities" with a combined population of at least 50,000. In addition to the county, or counties, containing such a city or cities, contiguous counties are included in an SMSA if, according to certain criteria, they are essentially metropolitan in character and are socially and economically integrated with the central city. In New England, towns and cities are the units used in defining SMSA's.

	Households reporting
	Number
Metropolitan	1075
City	648
Suburb	427
Urban	939
City	464
Suburb	475
Rural	1085

Respondents were asked to indicate total annual family income before taxes. Households were then classified in approximately equal-sized groups as follows:

Group	Income	Households reporting
		Number
Lower	Under $5,000	982
Middle	$5,000 to $8,999	1,062
Upper	$9,000 or more	859

A total of 196 respondents did not answer the income question.

Respondents were also classified according to age, size of family, and level of education.

The regional classification (fig. 1) corresponds to that of the Bureau of the Census with the exception that Maryland, Delaware, and the District of Columbia were grouped with the Northeast rather than the South. A listing of the States included in each of the four regions is shown in the appendix.

The discussion in the text focuses on those results that appeared to contribute most to an understanding of homemakers' opinions about the subject areas covered in this study. Data are discussed with reference to demographic characteristics when results indicate either large differences or slight differences where larger ones might have been expected. For more comprehensive coverage, the reader is directed to the appendix tabulations. Findings by these background characteristics are solely descriptive in nature. The reader is cautioned against assigning any cause-and-effect relationship from these results. Personal characteristics such as age, education, and income levels,

which are highly interrelated, are shown separately--rather than in combination--because of the limitations imposed by the number of respondents in the survey. Findings involving other characteristics such as region and community size may reflect differences arising from properties of these characteristics (climate or population density, for example); or they may reflect differences related to the personal characteristics of their residents. A tabulation showing interrelationships among background characteristics can be found in the appendix.

All tabulations presented in the text are based on the total sample of 3,099 respondents, unless otherwise indicated. These tabulations present only the more pertinent categories and, therefore, may not add to the total responses given for that question. Usually there was one response per respondent, although multiple responses were permitted on some questions. A respondent is counted only once when responses are grouped into a summary category. She may be counted in more than one subcategory within the summary category, however.

In some instances, percentage totals in the appendix tabulations show that certain groups--particularly younger homemakers and those at higher education and income levels--are more inclined than their counterparts to express opinions. Previous studies of this kind by the Statistical Reporting Service indicate that this finding is not unusual. It is problematical, however, whether true differences are being recorded or whether some segments of the population are more expressive than others; it may be a combination of the two.

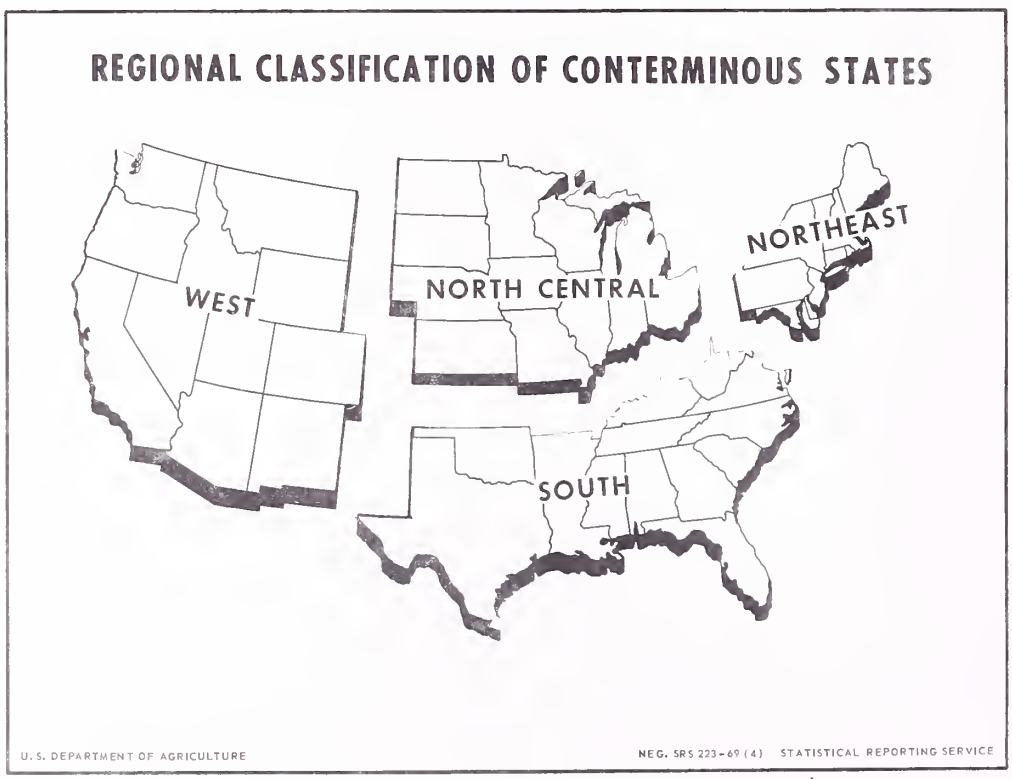

Figure 1

USE OF SPECIFIC MEATS OR MEAT PRODUCTS

The opening questions in the interview were designed to focus on the subject matter of the interview and to categorize respondents as users or nonusers of specific meats. Respondents were also asked to indicate the approximate frequency with which selected meats had been served in the household during the 12 months preceding the interview. These questions were designed to provide background information about the homemakers contacted in this study and to permit classification of households into broad usage groups for analysis of the other data collected. No attempt was made to either verify respondents' definitions of particular meats or to investigate quantities served. Nor does the data on relative frequency of use of various meats indicate the relative amounts consumed. Hence, the data from the questions on meat usage should not be interpreted in quantitative terms. For more precise data about meat consumption, attention is directed to the USDA's 1965 household food consumption study. 3/

Meats Reportedly Served in the Past 12 Months

Almost all homemakers reported using beef and chicken during the 12-month period preceding the interview. Pork and pork products were reported served in slightly fewer homes than were beef or chicken. (Questions 1 and 2) Almost all respondents also claimed that beef, fresh pork, and ham had been served in the parental home. (Question 79--Tabulations not shown) Veal and lamb were said to have been served by only about one-third of all homemakers. (Questions 1 and 2)

Beef and Specific Beef Cuts

Only 17 homemakers in the total sample reported no beef served in the past 12 months. Approximately 9 out of 10 homemakers said some kind of beef was served two or more times a week, on the average. (Question 4)

Ground beef was claimed to be served more frequently than any other cut of beef investigated, followed by steak--cut and definition remaining at the discretion of the respondent. Although 8 out of 10 homemakers reported using both oven and pot roasts, these meats were not served nearly as often as ground beef and steak. (Question 3)

There was some variation in the frequency with which beef and specific cuts of beef were reported served when viewed in terms of respondents' characteristics. Beef was said to be served less frequently by less well educated homemakers and those in lower income homes. According to homemakers' reports, ground beef--the type of beef consumed most frequently--was served somewhat less often by older homemakers and those in small households.

3/Food Consumption of Households in the United States (Northeast, North Central, South, West), Spring 1965. U.S. Dept. Agr., Household Food Consumption Surv. 1965-66, Rpt. 1-5. (Other reports in this series are forthcoming.)

It is interesting to note that family income did not make an appreciable difference in the frequency of serving ground beef. For steak there was a direct relationship between reported family income and consumption; as income rose so did reported frequency of serving.

To help analyze later data, frequency-of-use categories have been established for beef (the 17 nonusers are excluded) as shown below.

		Number
Higher usage	Two or more times a week	2,671
Lower usage	Once a week or less often	410

Frequency-of-use categories have also been established for chicken, fresh pork, and ham; these categories are shown in the usage section for each meat.

The few respondents (3 percent) who said they did not serve beef at all or served it once a month or less often were asked why. The most frequent reasons given by both infrequent and nonusers of beef were that it is too expensive or they preferred other foods. (Questions 5 and 6--Tabulations not shown)

Chicken

Chicken, although reported used in the past 12 months by about as many homemakers as beef, was said to be used somewhat less frequently than beef. (Question 7)

Chicken was reported served at least once a week, on the average, by about 6 homemakers in 10; this proportion includes roughly 2 in 10 who claimed to serve chicken two or more times a week. Frequency-of-usage categories for chicken (excluding the 52 nonusers) include:

		Number
Higher usage	Once a week or more	1,825
Lower usage	Two or three times a month or less	1,222

Pork and Pork Products

For purposes of this study, pork was separated into three categories: (1) bacon; (2) other kinds of smoked or cured pork; and (3) fresh pork. Although these meats were reportedly used by the vast majority of homemakers in the past 12 months, they were not consumed with equal frequency. Bacon was reported used most frequently by homemakers, and other kinds of smoked or cured pork least often.

Bacon was reported to have been used in the past 12 months by almost as many homemakers (95 percent) as said they used beef or chicken. The majority (6 homemakers in 10) said they usually served bacon at least two or three times a week. Bacon was reported served this often by a higher proportion of homemakers in the South than in other regions of the country.

The reasons most frequently offered by homemakers for nonuse or infrequent use of bacon (once a month or less often) were related to health. In some cases it was reported that a physician had prohibited its use. Many of the infrequent users said bacon is too expensive, and some who considered it solely as a breakfast meat said they used little of it because of their personal breakfast habits. (Questions 14 and 15)

Nine out of 10 homemakers reported serving fresh pork in the past 12 months, but only about 3 in 10 said fresh pork was served at least once a week. Of the specific cuts included in this study, pork chops were said to have been served in many more homes--and considerably more frequently--than either pork roast or spareribs. Small households were somewhat less likely to use fresh pork than were medium or large households. The reported incidence and frequency of consumption of fresh pork declined as the age of the respondent increased. (Questions 23 and 26) Categories for frequency of usage of fresh pork are shown below:

		Number
Higher usage	Once a week or more	1,040
Medium usage	Two or three times a month	860
Lower usage	Once a month or less	917
Nonusage	Not at all in past 12 months	282

According to reports of both infrequent users (once a month or less often) and nonusers of fresh pork, health considerations such as digestibility were the most compelling barriers to use of this meat. Both infrequent and nonusers were also likely to cite dislike of pork or preference for other meats as inhibiting use of pork. Price and the grease or fat content of pork appeared to be considerations for some persons in low level usage categories.

Only a small proportion of respondents volunteered reasons related to fear about the safety of eating pork, and very few specifically mentioned danger of trichinosis as a reason for using little or no fresh pork. (Questions 24 and 25)

	Reasons cited for infrequent or nonusage of fresh pork by:	
	Infrequent users	Nonusers
	Percent	
Health reasons	44	60
Hard to digest	13	16
Doctor's orders	7	16
Danger of trichinosis	2	2
Preference	26	20
Too expensive, can't afford it	18	6
It's greasy, fatty	13	12
Safety considerations	5	3
Not safe in warm weather	4	1
Not safe to eat	2	1
	Number	
Respondents using little/no fresh pork	917	282

About as many homemakers (9 in 10) reported using smoked (or cured) pork (other than bacon) in the past 12 months as reported using fresh pork. It was said to be used far less frequently than fresh pork, however, as mentioned previously; fewer than 2 in 10 reported using smoked pork as often as once a week. Among the types of smoked or cured pork included in this study, ham (not canned) was said to be used by about three-quarters of all homemakers, while about half of the women reported having used either picnics or canned ham. (Questions 16 and 19)

The frequency-of-usage categories established for smoked pork are shown below:

		Number
Higher usage	Once a week or more	487
Higher medium usage	Two or three times a month	739
Lower medium usage	Once a month	679
Lower usage	Less than once a month	842
Nonusage	Not at all in past 12 months	352

Reasons cited for serving hams or picnics once a month or less often were spread fairly evenly among cost, dislike for the taste or preference for other meats, inability to purchase the size required, waste (nonuse of leftovers), and health reasons. Health reasons were more prominent and waste was less prominent in the explanations given by nonusers, but generally the reasons cited were similar to those given by infrequent users. (Questions 17 and 18)

	Reasons cited for infrequent or nonusage of smoked pork by:	
	Infrequent users	Nonusers
	Percent	
Too expensive; can't afford it	29	19
I (we) don't like it, I (we) prefer other meats	27	26
Not available (generally--in the size I need)	23	20
Leftovers not used up	19	2
Health reasons	17	29
	Number	
Respondents using little/no smoked pork	1,521	352

Domestic and Imported Canned Ham

When users of canned ham were asked if the canned ham they usually buy is imported or not, a majority (58 percent) said they generally buy domestic rather than imported ham; about 1 in 4 said she didn't know. (Question 22)

To determine whether or not canned ham users would be correct in designating the ham they buy as imported or domestic, users were first asked to state the name of the brand they usually bought. The purveyors of canned ham, through the National Live Stock and Meat Board and the American Meat Institute, supplied lists of brand names designating those that were imported and those that were domestic so that conversion of the brand names into the two categories could be accomplished. The following table indicates actual origin of the canned ham mentioned in relation to each respondent's opinion of origin, omitting replies of those who either did not indicate origin or whose answers could not be coded.

Respondent's opinion of canned ham's origin is:	Respondent's opinion that canned ham usually bought is: Imported	Domestic
	Percent	
Correct	73	97
Incorrect	27	3
	Number	
Respondents naming brand and origin of canned ham usually used	166	649

Contrary to what might have been expected, the data indicate that women claiming to buy domestic ham were more likely to be correct than those who said they usually buy imported ham. Almost all who said they bought domestic canned ham were correct, while one-fourth of those who claimed that they purchased imported canned ham were actually buying domestic ham.

Lamb

About 1 out of 3 homemakers reported serving lamb in the 12 months prior to the interview. Higher proportions of those in the upper income bracket and those living in the Northeast and West, and in urban areas, tended to use it. Almost half of the users served lamb less often than once a month. (Question 8)

Half of those claiming they served lamb once a month or less often and two-thirds of the nonusers said they did not care for lamb--some specifically mentioning the flavor and some the odor. Many infrequent users also said it is too expensive, and some mentioned availability was a problem. Some nonusers cited lack of exposure, particularly in the parental home, as a reason for not serving this meat. (Questions 9 and 10)

MEAT PURCHASING PRACTICES

Packaging

Toward the end of the interview, respondents were given an opportunity to express dissatisfactions about meat or the way it is sold. They were asked about any objection they might have either to meat in general or to a particular meat. Although no one meat was singled out, complaints were voiced by roughly 3 homemakers in 4. The criticisms were most frequently directed at prepackaged meat and the price of meat. Some homemakers indicated that they would prefer that meat not be prepackaged. Some said packaging was deceptive in that it hid waste--meat was good on top where it could be seen and waste was hidden underneath. Others appeared to be expressing much the same idea when they said packaging tended to prevent their seeing what they were buying. (Questions 73-75--Tabulations not shown)

Complaints about meat:	Percent
Packaging	41
Deceptive	18
Prevents seeing the meat	17
Should not be prepackaged (unspecified)	17
Price	20
Preparing and handling	11
Freshness	9
Waste	8

The complaints about packaging appear to be based on personal experience, rather than hearsay, since 4 out of 5 homemakers said they bought prepackaged meat. Respondents were asked:

> "Do you buy prepackaged meat, meat that is either cut or weighed out to order, or do you buy it both ways?" (If "both ways") "Which way do you usually buy it?"

(Questions 44 and 45)

Way in which meat is purchased:	Percent	
Prepackaged only	28	
Both ways	53	
Usually prepackaged		27
Usually cut to order		17
Both equally		9
Cut to order only	17	

Price Specials

Six out of 10 respondents indicated that price specials exerted an influence on their meat purchases. For about one-third of all homemakers, such specials appear to have been a highly important purchase determinant. On the other hand, 2 in 10 said that price specials never influenced what was bought.

Respondents were asked:

> "In buying meat, do you shop for 'specials' most of the time, some of the time, only once in a while, or never?"
>
> (Question 46)

	Percent
Most of the time	34
Some of the time	26
Only once in a while	19
Never	21

Shopping for specials appears to be more important among women representing larger households.

Desire to Learn More About How to Select Good Meat

Respondents were asked which meats they would like to learn more about selecting. They were handed a list of meats (Card G) and were asked:

> "...for which, if any, would you like to learn more about how to make sure you are getting good meat? Any others?"
>
> (Question 64)

Although homemakers did not select any particular cut of meat to the exclusion of others, they did tend to choose various cuts of beef and fresh pork slightly more often than other cuts. About 3 respondents in 10 expressed no interest in learning more about judging the meats available to them; almost as many said they would like to learn more about selecting all of the meats on the list. Although it is unlikely that this response could be taken literally, it does seem to indicate interest in learning more about many of the meats. Older homemakers were much more likely than younger ones to reject the idea of learning more about meat selection.

Analysis indicates that frequency of usage contributes little to a desire to learn more about judging the quality of a particular meat. Although non-users of a specific meat indicated significantly less interest than users in learning more about judging the quality of that meat, users of the meat indicated approximately the same interest in learning more about judging that meat, regardless of the frequency with which they had reported serving it in the past 12 months. (Frequency-of-usage tabulations not shown)

MEAT PREPARATION

Oven Roasting

Respondents who claimed to use lamb, ham, and pork roasts were asked:

> "At what oven temperature do you (roast lamb?) (bake ham?) (roast pork?)" (Questions 11, 20, 27--Tabulations not shown)

About half the respondents who roasted these meats said they used a moderate oven (350 to 375 degrees) for each of them. Most of the remainder reported lower oven temperatures. Very few reported using a hot oven.

Oven temperature when roasting	Lamb	Ham	Pork
		Percent	
275 degrees or less	3	6	4
300 to 325 degrees	30	32	30
350 to 375 degrees	50	49	49
400 degrees or more	5	5	7
Don't know, no answer	12	8	10
		Number	
Respondents roasting meat	697	2366	1894

Homemakers who roasted lamb were asked about the degree of "doneness" to which it was cooked. Very few (5 percent) reported serving it rare or medium rare; the majority (64 percent) said it was most often served well done. The remaining women were equally divided between those who said they roasted lamb either medium or medium well. (Question 12--Tabulation not shown)

Approximately 9 out of 10 respondents said they have a temperature control or thermostat on their ovens. Relatively few (17 percent) reported that they usually used a meat thermometer when roasting meats. Reported usage of such a thermometer was higher among those with better education and higher income. (Questions 80, 81)

Outdoor Cooking

More than half of all homemakers (57 percent) said they had done some outdoor cooking in the 12 months prior to their being interviewed. Upper and middle income women, better educated women, those from families with three or more persons, and those under 50 were far more likely to report outdoor cooking than women with lower incomes, less education, aged 50 or over, and living in small households. Suburban homemakers were somewhat more likely to mention outdoor cooking than city dwellers or those in rural areas. (Question 57)

Meats most often said to have been used for outdoor cookery were ground beef, steak, wieners, and chicken. (Question 58--Tabulations not shown)

Meats cooked outdoors	Percent
Ground beef	80
Steak (beef)	76
Wieners, franks, hot dogs	72
Chicken	63
Spareribs	35
Pork chops	18
Ham or picnics	7
	Number
Respondents who reported doing outdoor cooking	1,753

New Meat Recipes

When homemakers were asked if they had tried any new recipes for meat in the 3 months preceding the interview, replies tended to indicate that active interest in learning new ways to cook meats was somewhat limited.

Respondents were asked:

> "In the past 3 months, have you or have you not tried any new recipes for preparing beef, pork, chicken, or any other meat?" (Question 59)

Only 30 percent said they had tried new recipes. Those who said they had were more highly educated and from higher income homes. Younger homemakers, as well as those from the West, appeared more likely to try new recipes.

Sources of new recipes were most often relatives or friends, magazines, cookbooks, and newspapers; the recipes were most often for beef (68 percent) or chicken (53 percent). (Questions 61 and 60--Tabulations not shown)

When homemakers were asked about their interest in learning more about cooking meats and the likelihood of their actually trying new meat recipes, the majority replied affirmatively. After the respondents had indicated their recent experience--or lack of it--with new meat recipes, they were handed a list of meats (Card G) and asked:

> "Would you or would you not like to learn more about cooking any of these meats?" (Question 62)

> "For which, if any, would you be likely to try new recipes?" (Question 63)

The most frequent replies are presented below:

	Homemakers who said they would:	
	Like to learn more about cooking	Be likely to try new recipes for cooking
	Percent	
Ground beef	19	31
Chicken	18	28
Stew beef	15	16
Pot roast of beef	15	15
Oven roast of beef	14	13
Steak	12	12
All of them	19	12
None of them	38	30

Interest was centered on ground beef and chicken, not especially as meats respondents would like to learn more about cooking, but--by a wide margin--as meats they might be likely to try new recipes for when cooking. Moreover, both ground beef and chicken were favored by homemakers who said they had tried new recipes in the past 3 months. For both meats, less interest in trying new recipes was expressed by older homemakers, those with small families, and by women at lower income and educational levels. For the other meats on the list, about equal proportions of respondents expressed interest in learning more about cooking and in trying new recipes.

Among those who reported serving a specific cut of meat, the frequency with which it was used generally did not seem to influence interest in learning more about cooking that meat or the likelihood that new recipes would be tried. The one exception was ground beef. The more frequently it was said to be served, the greater was the likelihood that interest would be expressed. (Meat usage cross tabulation not shown)

It is noteworthy that 4 out of 10 homemakers indicated no interest in learning more about cooking the meats included in the list, and 3 in 10 were not interested in trying new recipes. When appraising these results by the background characteristics of the homemakers, however, it is apparent that older women, women from small families, and those with relatively low education and income were least likely to express interest. This and the previous finding suggest programs of education and information would be best received by those most able to take advantage of them and by homemakers in families large enough to make varying tastes a factor.

In summary, the above results suggest that, though a gap exists between persons who tend to try new cooking methods and those who express interest, the gap could be narrowed by directing recipes toward certain segments of the population, especially recipes for meats such as ground beef and chicken.

MEAT FREEZING

Home Freezing of Fresh Meat

The great majority of respondents (87 percent) indicated they sometimes froze fresh meats at home. Although the differences were not large, the practice was somewhat less likely to be reported by homemakers who were older, less well educated, from smaller families, in the lower income bracket, or living in large cities or rural areas. (Question 68)

The few respondents who did not freeze fresh meats generally explained either that they preferred to make meat purchases in small quantities, or that they did not have a freezer. (Question 69)

Those who on occasion froze fresh meats at home gave reasons such as: it saved shopping, prevented spoilage, was convenient, or was economical. Beef, chicken, and fresh pork were the meats most likely to be cited as having been frozen at home. (Questions 69 and 70)

When asked about length of storage, homemakers who said they froze fresh meat suggested a considerable range in the amount of time such meat could be kept frozen. This may reflect in part their opinion of the adequacy of the freezing equipment available to them. The time periods mentioned varied from a week or less to 6 months or more; no one interval stood out in frequency of choice. Some homemakers (16 percent of those who froze fresh meat at home) said that the time period could vary, depending mainly on the kind of meat. (Question 71)

Two-thirds of those who reported home freezing of meat said they usually thaw the meat completely before cooking it. Most of the remainder indicated that they thawed the meat partially, or that their procedure in this respect varied with the time available or the kind or cut of meat; only 5 percent generally cooked meat frozen. Homemakers under 30 years of age were somewhat more likely than their seniors to thaw the meat completely before cooking it. (Question 72--Tabulation not shown)

Interest in Buying Already Frozen Meat

Despite the widespread acceptance of home-frozen meat, relatively few homemakers expressed interest in purchasing already frozen raw meat, and only 1 percent indicated they were doing so at the time of the interview. Respondents were asked:

> "Would you or wouldn't you like to buy any raw meat already frozen--where you usually buy meat, not from a freezer plan?" (Question 65)

	Percent
No, I would not	79
Yes, I would	13
It depends	6
I already buy frozen meat	1

It is interesting to note that proportions opposing the idea of purchasing frozen meat were fairly uniform among all age, income, education, family size, and place-of-residence groupings. Although relatively few (15 percent) of the homemakers uninterested in buying already frozen meat complained explicitly about visual handicaps this process would pose, much the same idea was expressed by nearly half these women in citing lack of standards for judging such meats. Specifically, they indicated they would not be able to determine how long the meat had been frozen before purchase and would not be able to judge its quality. Some mention was also made of possible taste deterioration with freezing. (Question 66)

The "dependent" factor most often mentioned was the quality of the meat before freezing, i.e., assurance of "good meat" would be a deciding factor in purchasing meat in this form. A substantial percentage of the "dependers" (20 percent) indicated interest only in buying prefrozen poultry, some types of which are already well established at the consumer level. About 1 in 10 also mentioned such factors as the store's reputation, how long the meat would be frozen (shelf life), and price. (Question 66)

Four out of 10 who expressed an interest in purchasing already frozen meat felt that this would provide a convenient, ready-to-use item for them; roughly 2 in 10 felt that the meat would be fresher at the time of purchase or would stay fresher after it was purchased. (Question 66)

Among those who said they would welcome the opportunity to purchase already frozen meat, interest was expressed particularly in purchasing frozen beef (mainly ground beef and steak) and chicken. Pork was also mentioned, but only about half as often. (Question 67)

INSPECTION AND GRADING

Awareness of Inspection and Grading

Most respondents stated that the meat they buy is inspected and that beef is graded. However, about half said they thought pork is also graded--which is not true at the retail level--while almost the same proportion were unwilling to make any statement on this matter.

Respondents were asked:

"As far as you know, is the meat you buy inspected, or isn't it?" (Question 33)

"As far as you know, is pork graded or not?" (Question 37)

"As far as you know, is beef graded or not?" (Question 38)

Replies	Is the meat you buy inspected?	Is beef graded?	Is pork graded?
		Percent	
Yes, it is	93	86	48
No, it is not	*	*	6
Don't know, other..	7	14	46
Total	100	100	100

*Less than 1 percent

Respondents with less education and lower incomes were not as likely to express an opinion about whether beef is graded. These homemakers were also less inclined to express opinions about whether pork is graded or the meats they buy are inspected, but the differences were not as large. 4/

Responsibility for Inspection and Grading

Homemakers who said that the meat they buy is inspected were asked:

"Who does this inspection of meat?" (Question 35)

Those who said that beef is graded were asked:

"Who does this grading of beef?" (Question 40)

4/These results should be interpreted with caution. Homemakers at lower education and income levels were less inclined than their counterparts to express opinions on several of the questions in this study. This was noticed to some extent for the questions just discussed. Even more striking are "no opinion" responses given by these respondents to some of the inspection and grading questions that follow. For instance, when asked who inspects meat, they were more than twice as likely as those in the highest income and education categories to refrain from commenting. In some instances the oldest and youngest age groups were also less likely to express opinions--related perhaps to lower education and income on the part of older women and to relative lack of experience as homemakers on the part of younger women. Previous SRS studies of this kind indicate that this unresponsiveness is not unusual. It is problematical whether true differences are being recorded among segments of the population or whether some groups express themselves more readily than others; it may be a combination of the two.

More than half of the homemakers who were asked these questions indicated that inspection and grading were functions of the Federal Government, with the U.S. Department of Agriculture specifically cited as the responsible agency by almost 3 out of 10 respondents answering these questions.

	Inspection	Beef grading
	- - - - - Percent - - -	
U.S. Government	42	33
U.S. Department of Agriculture	29	28
State government	8	5
Government (not further specified)	7	6
Store or market	4	7
Packer	4	9
Don't know	18	22
	- - - - - - Number - - -	
Respondents who said meat is inspected or beef is graded	2,876	2,655

The tendency to express both an opinion and to name USDA in response to these questions increased with higher education and income, and decreased somewhat for those 60 years or older.

Determinants of Inspection or Grading

The vast majority of homemakers who believed that meat is inspected or beef graded referred to a stamp or label as their method for determining that these functions had been performed. Mentions of such a stamp generally included its location (primarily on the meat itself) or a description.

Some homemakers indicated that they relied on the reputation of the store or butcher as assurance that inspection had taken place, while only a few said they relied on their own judgment as a criterion. However, women tended to refer somewhat more often to their own ability to determine that grading had been performed than they did when mentioning determinants of inspection. (Questions 34 and 39)

	Inspection	Beef grading
	- - - - Percent - - - -	
Stamp or label	90	79
Stamp on meat	49	30
Government stamp or seal	30	18
Purple or blue stamp	27	43
Grade name on stamp	5	23
Reputation of store or butcher	11	5
Own ability to tell	2	14
	- - - - Number - - - -	
Respondents who said meat is inspected or beef is graded	2,876	2,655

About one-third of those believing these functions take place described a stamp or label and mentioned its location. Those who didn't mention both a location and a description were more likely to mention location than description when referring to inspection; the opposite was true for beef grading.

	Inspection	Beef grading
	- - - - Percent - - - - -	
Homemakers who mentioned:		
Stamp location and description	34	31
Stamp location only	26	10
Stamp description only	17	32
Nonspecific stamp references	13	6
Other references, Don't know	10	21
	- - - - Number - - - - -	
Respondents who said meat is inspected or beef is graded	2,876	2,655

Meanings of Inspection and Grading

Evidence of the confusion which exists between inspection and grading was supplied by homemakers' explanations of their understanding of these functions. Homemakers who said that the meat they buy is inspected were asked what inspection meant to them. (Question 36) A similar question was asked of those who indicated that beef is graded. (Question 41)

Based on interpretation of whether or not consumers' replies to these questions indicated they had a general understanding of the functions, it appears that about half of the homemakers correctly associated ideas related to wholesomeness with inspection and to quality with grading. Another 2 or 3 respondents in 10 mentioned ideas correctly related to each concept, but these homemakers either mixed in ideas pertaining to quality when referring to inspection, and vice versa, or mentioned ideas not related to either concept. Most of the remainder were entirely wrong by either mixing up the two concepts or by mentioning functions not related to either. When these last two groups are combined, between 4 and 5 in 10 were either partially or totally incorrect concerning the functions of inspection and grading.

	Inspection	Beef grading
	- - - - Percent - - - -	
Respondents' mentions of beef grading and meat inspection were:		
Entirely correct	47	54
Correct and incorrect	31	23
Entirely incorrect	18	16
Don't know, doesn't mean anything, other	4	7
	- - - - Number - - - -	
Respondents who said meat is inspected or beef is graded	2,876	2,655

Regarding the quality of responses to each question, respondents were better able to pinpoint inspection with specific mentions (meat is wholesome, fit for consumption, etc.) than they were grading. As a matter of fact, non-specific references to quality characteristics for grading outnumbered specific references by more than 2 to 1.

There is little question, in view of the data just presented, that many homemakers are indeed confused about the functions and scope of inspection and grading. For those who were either partially or totally incorrect in their

understanding of these services, questions arise about the sources of this misunderstanding. Is it a matter of assumptions which have no factual basis ("If beef is graded, pork must be also"); is it one of possible unclear or overlapping information--such as the way both the Federal Government and some stores or packers designate that meats are inspected and graded; or is it a combination of the two?

Familiarity with USDA Beef Grade Designations

Confusion was also evident about the range of names authorized by the U.S. Department of Agriculture to designate various grades of beef. Respondents who said they were aware of beef grading were presented with a card (Card D) listing five correct grade names (USDA Prime to USDA Commercial) and five spurious grade names (USDA #1, #2, Grade A, AA, First Cut). The spurious names were mixed with the correct grade names, and the latter were in neither ascending nor descending order.

From this list only 2 homemakers in 10 chose one or more correct grade designations and none of the spurious designations, while better than 6 in 10 named both correct and spurious grade designations. Among correct grade designations, the two most frequently mentioned were USDA Choice and USDA Prime. The most frequently mentioned spurious grade was USDA Grade A, which was named almost as often as USDA Prime. The question read:

> "Here is a list of grade labels for beef that might be used in some parts of the country. Are there any on this list that you have seen or heard of?" (Question 42)

	Percent
Replies:	
Both true and spurious grade names	65
Correct grade names only	21
Spurious grade names only	6
Don't know, none of them	8
Grade names selected	
USDA Choice	76
USDA Prime	68
USDA Grade A	62
USDA Good	28
USDA First Cut	24
USDA Standard	18
USDA Grade AA	16
USDA Commercial	12
USDA #1	8
USDA #2	5
	Number
Respondents who said beef is graded	2,655

Background characteristics appeared related to knowledge of grade designations. First of all, women at the lower education level were less likely to indicate specific grade names, and when they did mention grade names, they were less likely to be correct. Younger homemakers were more likely to mention both correct and incorrect designations.

When specific grade name mentions were considered, correct designations--especially USDA Choice and USDA Prime--were more likely to be mentioned by homemakers with higher education and income. Older women were less likely to mention USDA Choice and USDA Prime as familiar designations, and were more likely to mention USDA Grade A. Northeasterners were less likely to mention USDA Good, while they were more likely than others--especially westerners--to mention USDA First Cut.

Homemakers who named more than one grade designation of beef generally selected USDA Prime as representing the highest grade of beef.

Respondents naming more than one grade were asked:

"Of the grades of beef you mentioned, which is the top grade?" (Question 43)

	Percent
USDA Prime	51
USDA Choice	22
USDA Grade A	14
USDA Grade AA	5
All other correct grade names	1
All other spurious grade names	2
Don't know	5
	Number
Respondents who named more than one grade of beef	2,267

As education and income level rose, so did the proportion of correct responses--in this case, USDA Prime. Women at lower education and income levels, on the other hand, were somewhat more inclined to credit USDA Grade A.

One might reasonably expect that among those claiming that USDA Grade A or USDA Choice was the top grade, relatively few would recognize USDA Prime as a familiar grade name. Such was not the case. The following table shows additional grade names mentioned by those who indicated either USDA Prime, USDA Choice,or USDA Grade A--the three names most often chosen--as the top grade.

Other grade names considered familiar	Top grade selected is:		
	USDA Grade A	USDA Choice	USDA Prime
	Percent		
USDA Prime	51	57	x
USDA Choice	72	x	89
USDA Good	16	38	37
USDA Standard	19	19	23
USDA Commercial	5	11	20
USDA Grade A	x	68	60
USDA Grade AA	11	13	16
USDA #1	7	9	9
USDA #2	4	5	6
USDA First Cut	33	23	25
	Number		
Respondents who selected USDA Grade A, Choice, or Prime as top grade	326	504	1150

At least half of those who selected Grade A or Choice as the top grade indicated familiarity with the name USDA Prime. Most of the large number of women who selected USDA Prime as the highest grade were also familiar with the name USDA Choice. Some confusion, however, apparently exists even among these respondents. Six out of 10 of those who selected USDA Prime as the top grade mentioned familiarity with USDA Grade A--a spurious grade designation. Also, in expressing familiarity with such spurious designations as USDA Grade AA, #1, #2, or First Cut, homemakers selecting Prime as the top grade were about as inaccurate as those who named Choice or Grade A as the top.

SOME FACTORS AFFECTING THE USE OF MEATS

This section explores possible explanations underlying consumer preferences that contribute to meat usage patterns. The research technique was one of aided recall in which a list of attributes and, later, a list of situations were presented to respondents. From these lists the homemakers could choose descriptive phrases indicating their opinions about the various meats. The aided recall technique is effective in studies of this kind because people often experience difficulty in trying to remember or articulate the many ideas they may have about a particular subject or product.

Importance of Selected Characteristics in Meat Purchasing

Respondents were presented with a card listing 14 pairs of attributes that may apply to some meats; each pair consisted of the attribute stated both positively and negatively. Precautions were taken in presentation to ensure against introducing a position bias by using two forms with different sequences for this listing. A description of the precautions can be found in the appendix.

All respondents were asked first to select those characteristics they thought appropriate to beef, ham or picnics, pork, and chicken. These findings are discussed on page 30. But to properly evaluate the meats as respondents "saw" them, a frame of reference--the relative importance attributed to these ideas by respondents when considering which meats to buy--was provided.

After the respondents had characterized their images of each meat, they were asked:

> "Which of these ideas are especially important to you when you are considering which meats to buy?" (Question 32)

The following list shows the 14 pairs of ideas--worded favorably and unfavorably--that were presented to respondents (Card C).

Easy to digest	----	Hard to digest
Not sure of good quality	----	Sure of good quality
Does not keep well before cooking	----	Keeps well before cooking
Don't get tired of	----	Get tired of
High in cholesterol	----	Low in cholesterol
Good to eat cold	----	Not good to eat cold
Many different ways to cook	----	Not many different ways to cook
Low in protein	----	High in protein
Not too much waste	----	Too much waste
High in vitamins and minerals	----	Low in vitamins and minerals
Not tasty	----	Tasty
Always safe to eat	----	Not always safe to eat
Not good for people who are watching their weight	----	Good for people who are watching their weight
Healthful to eat	----	Not healthful to eat

The intent of this question was to gain some insight into factors that might influence the purchase of meat in general. The possibility exists, however, that some respondents, in answering this question, may have been thinking of specific kinds, cuts, or brands of meat.

Care was taken to ensure that no pattern of categories would emerge from looking at the list. For instance, the several ideas related to the healthful aspects of meat were separated by other ideas so that respondents would not think attention was being concentrated on health considerations. This was the only stipulation in constructing an otherwise arbitrary order of items.

Respondents could select as many of the positive or negative alternatives as they wished. Generally, negative characteristics were not selected in response to this question and are not presented in this discussion. For reporting convenience, summary phrases are frequently used to discuss the items included.

Even though a particular attribute was not selected by a large percentage of homemakers as especially important, it does not necessarily follow that the attribute is of no interest to respondents. It may be that it was simply taken for granted. An example is the statement "always safe to eat," which was not reported as especially important by a large percentage of respondents. It is likely that this occurred because people assume the meats they are accustomed to purchasing are safe. Any event, such as an outbreak of food poisoning, that would alter this opinion would probably cause this idea to be mentioned much more frequently. However, the fact that these results should not be interpreted literally does not diminish their value, since the assumptions consumers make are of interest in an assessment of attitudes. With these cautions in mind, the results are presented below.

Assurance of good quality was the single most important purchase consideration, according to the homemakers interviewed. Since meat generally is the most expensive item in the family food budget, it is not surprising that more homemakers singled out this characteristic than any other. Other characteristics considered by homemakers to be especially important meat purchase determinants, having been selected by half or more of all respondents, are flavor, minimal waste, and healthfulness.

"Most important" attributes	Percent
Sure of good quality	64
Tasty	55
Not too much waste	49
Healthful to eat	49

A second group of considerations, which may be designated moderately important, were selected by roughly 2 to 4 respondents in 10. This group adds the dimensions of versatility and keeping qualities to the characteristics already described. The other statements in this group are health related.

"Moderately important" attributes

	Percent
Many different ways to cook	39
Easy to digest	38
Always safe to eat	36
Don't get tired of	33
Keeps well before cooking	32
High in protein	26
High in vitamins and minerals	23

The three remaining characteristics were cited by relatively few homemakers. One of them, suitability for cold meals, perhaps may be considered a bonus--rather than a prime mover--in the purchase decision. The others relate to health considerations which are likely to be meaningful to most people only in the presence or threat of a specific health problem--namely, need to control weight or cholesterol intake.

"Least important" attributes

	Percent
Good for people who are watching their weight	20
Good to eat cold	18
Low in cholesterol	12

Looking at responses in terms of homemakers' characteristics reveals some interesting findings. For instance, among the four attributes considered most important in the purchase decision, there was remarkably little differentiation among the various respondent groupings. Slight exceptions occurred when homemakers considered assurance of good quality. Women at lower education and income levels were somewhat less inclined than others to indicate this idea

was especially important. Another exception concerns southern homemakers. For some inexplicable reason, these women were slightly more inclined than those from other regions to emphasize such ideas as tastiness, amount of waste, and healthfulness.

Among those attributes assigned to the moderately important group, several appeared to be related to homemakers' characteristics. The more notable relationships included versatility and digestibility with age, and amount of protein with education. Younger homemakers, perhaps because they may be more inclined to experiment, tended to emphasize the importance of versatility in meats, while older homemakers expressed more concern than younger women about the digestibility of meat. Better educated women--who generally appeared to be more oriented toward the nutritional aspects of meat--were more likely than others to indicate that amount of protein in meat was particularly important. Once again, southerners appeared to be more vocal than others in selecting meat attributes important to them.

Differences among respondents concerning the relatively "unimportant" characteristics tended to be minimal.

Characteristics of Beef, Chicken, Ham or Picnics, and Fresh Pork

As reported above, before respondents were asked to indicate which of the ideas in the 14 pairs of statements presented to them were important in meat purchasing, they had been handed a card and told:

> "This card (Card C) has some phrases on it which some people think are true about certain meats. Which of these describe your opinions about beef? Any others?" (Question 28)

This was followed by similar questions about ham (or picnics), pork, and chicken. (Questions 29-31) All respondents were asked to characterize each of the four meats regardless of whether or not that meat had been reported served in the household during the past 12 months.

In reviewing the results of this series of questions, the reader should keep in mind some important considerations. It is difficult to assess the degree of objectivity a homemaker employed in assigning statements to each meat. For instance, is the particular meat characterized actually easy to digest or did the homemaker assign an attribute to it that may have no factual basis because of her generally favorable attitude toward this meat? It is highly likely that there is a great deal of interaction between the two. The reader is, therefore, cautioned against assuming any cause-and-effect relationship on the basis of this series of questions.

These data, which are reported in the table on page 32, can be analyzed in a number of ways. If, for the favorable image statements, "general agreement" is defined as selection by 6 or more respondents in 10, then beef is characterized by homemakers as tasty, easy to digest, healthful to eat, a meat which can be cooked many different ways, which one does not tire of, and without too much waste--six favorable statements in all.

Using the same definition for chicken, there was general agreement among the homemakers on four of the statements: tasty, easy to digest, versatile in ways to cook, and good to eat cold. The majority of homemakers ascribed only two favorable characteristics to ham: good to eat cold and tasty. Fresh pork qualified on only one favorable consideration--it was viewed as tasty by the majority of homemakers.

Since overall the unfavorable image statements were chosen far less frequently than the favorable ones, a less rigorous definition is required for "relatively frequent mention." If selection by 3 or more homemakers in 10 is set as the dividing line, none of the unfavorable statements was chosen very often for beef or for chicken, and only two--tiresomeness and nonsuitability for weight watching--were associated with ham. However, many homemakers criticized fresh pork on the following seven points: digestibility, weight watching, safety in eating, keeping qualities, waste, appeal when cold, and cholesterol level. And if the criterion is lowered to selection by about 2 homemakers in 10, beef is still not faulted by many homemakers on any of the characteristics, while chicken is criticized only for not keeping well before cooking and for being a meat one tires of. In contrast, ham is faulted on digestibility, cholesterol level, versatility, and amount of waste, in addition to the two unfavorable characteristics already mentioned (tiresomeness and unsuitability for weight watching). With the lower criterion, pork proves vulnerable on most of the statements, with four more--tiresomeness, lack of versatility, quality uncertainty, and nonhealthfulness--added.

Looking at the data another way, substantially higher proportions of respondents chose the favorable alternatives for beef over the unfavorable. This was also true for chicken on all but one of the statements (keeps well before cooking), but ham and pork did not fare as well. The margins in favor of ham were comfortable for some of the items, such as flavor, appetite appeal when cold, and keeping qualities before cooking. However, the favorable alternative was selected for ham by only a slim margin (10 percentage points or less) on versatility and digestibility; tiresomeness was a tossup, and the unfavorable statement was associated with ham with much greater frequency than the favorable one on suitability for weight watchers and cholesterol level. For pork, the favorable margin was a comfortable one on only one factor--tastiness--and favorable responses held a slim edge on the topics of quality, healthfulness, and versatility. Once again, tiresomeness was a tossup, and negative reactions to pork outscored positive ones somewhat on the subjects of eating cold, amount of waste, and keeping qualities before cooking. The unfavorable alternative was chosen for pork by a substantial margin on digestibility, eating safety, suitability for weight watchers, and cholesterol levels.

As might be inferred from these findings, more homemakers generally selected the favorable statements and fewer chose the unfavorable statements for beef than for the other three meats. Chicken usually ran a close second, with ham next and pork trailing. However, there were two noteworthy exceptions: ham outscored chicken on the issue of keeping well before cooking, and both chicken and ham ranked above beef as good to eat cold.

Characteristics that homemakers associate with specific meats:

Characteristics	Beef	Chicken	Ham (or picnics)	Pork
	Percent			
Sure of good quality	47	41	32	25
Not sure of good quality	7	10	12	19
Tasty	78	74	63	59
Not tasty	1	2	3	4
Healthful to eat	70	56	34	27
Not healthful to eat	*	*	10	18
Not too much waste	61	50	36	20
Too much waste	5	10	21	31
Many different ways to cook	71	66	29	27
Not many different ways to cook	3	5	20	20
Easy to digest	72	71	31	18
Hard to digest	3	2	22	45
Always safe to eat	51	37	28	14
Not always safe to eat	4	12	16	38
Don't get tired of	67	52	28	26
Get tired of	10	20	30	26
Keeps well before cooking	50	29	44	18
Does not keep well before cooking	4	23	8	31
High in protein	54	31	27	25
Low in protein	1	5	5	5
High in vitamins and minerals	40	25	23	21
Low in vitamins and minerals	2	4	4	5
Good for people who are watching their weight	53	45	8	4
Not good for people who are watching their weight	1	3	31	42
Good to eat cold	48	65	65	22
Not good to eat cold	15	8	5	31
Low in cholesterol	21	21	3	2
High in cholesterol	7	4	23	30
Total favorable mentions	783	663	451	308
Total unfavorable mentions	63	108	210	345

*Less than 1 percent.

As mentioned earlier, the purchase considerations most often said to be important by respondents related to quality, flavor, healthfulness, and waste. All four meats were said to be tasty by at least as many homemakers as indicated that tastiness was an important purchase consideration. Both beef and chicken were characterized as healthful and without too much waste by at least as many homemakers as said these were important qualities; ham and pork scored lower. It is particularly striking, however, that all four meats were said to be of consistently good quality by far fewer homemakers than those who said they considered this attribute important in the purchase decision. Apparently many homemakers lack confidence or knowledge about the measures being taken to provide them with meats of consistent and recognizable quality.

Beef and chicken generally fared well on the remaining characteristics, but for the most part, higher proportions of respondents considered these ideas important than considered them characteristic of ham or pork. The main exceptions to this pattern were with reference to food value and suitability for a cold meal, and to ham's keeping qualities.

The following tabulation, based on the total favorable and unfavorable statements respondents assigned to each meat, provides a summary of the comparative standings of these meats.

	Average number of choices for each meat			
	Beef	Chicken	Ham	Pork
Favorable	7.8	6.6	4.5	3.1
No choice	5.6	6.3	7.4	7.5
Unfavorable	.6	1.1	2.1	3.4
Total	14.0	14.0	14.0	14.0

On the average, beef drew about 8 of the 14 possible favorable comments from each homemaker, while fresh pork drew only 3 of 14. Although statements about ham and pork--either favorable or unfavorable--tended to be disregarded, these meats (especially pork) were still criticized substantially more often than either beef or chicken.

When homemakers' opinions of each of these four meats are analyzed by the frequency with which each meat was reportedly used, the caution against concluding which is cause and which is effect must again be carefully observed. In other words, one cannot be sure whether a particular level of meat usage is caused by specific feelings toward that meat or whether opinions about the meat stem from or are reinforced by its frequency of usage. It is probably safe to say that a good deal of interaction occurs between the two.

Beef was still generally well regarded by homemakers whether they represented a household with a higher usage level (beef served two or more times a week) or a lower usage level. At the lower usage level, however, the percentage of homemakers selecting favorable statements about beef decreased somewhat. This was particularly noticeable regarding the concept of tiresomeness.

On the other hand, homemakers' characterization of chicken did not tend to vary to any great extent between higher usage (once a week or more) and lower usage. There was one exception: as with beef, lower level users mentioned less often that they didn't tire of chicken.

Frequency of usage did not appear to be related to the majority of characteristics ascribed to ham and pork. Nevertheless, as with beef and chicken, the less frequently homemakers reported serving ham or pork, the more likely they were to say they "get tired of" these meats. Lower usage level homemakers (less than once a month for ham and once a month or less for pork) were also more critical of these meats regarding waste and were less likely to comment favorably on their versatility and their overall healthfulness. Furthermore, fewer infrequent users of fresh pork than other users were favorably inclined toward this meat on the basis of tastiness and digestibility.

In most instances, nonusers of ham and pork were less likely than users at any level to ascribe favorable characteristics to these meats. Nonusers, however, were also generally less likely than users (especially lower level users) to mention ham and pork unfavorably. The only notable exception was a negative reaction to the overall healthfulness of the meats, more so for pork than for ham. This feeling toward pork (expressed by both lower level users and by nonusers) could represent a real barrier to increased consumption or to any consumption at all.

When the data for all four meats were examined in terms of respondents' personal characteristics, it was observed that, although homemakers tended to agree about assurance of quality, there was more divergence of opinion for the other attributes than had been noted when deciding which meats to buy.

Educational level, in particular, was related to many of the opinions homemakers expressed about these meats, especially opinions concerning health qualities. As educational level increased, women were generally more likely to say all four meats were healthful to eat, and high in proteins and in vitamins and minerals. As a matter of fact, these homemakers were as likely to indicate ham and pork were nutritious as they were chicken. On the other hand, better educated homemakers, more often than their counterparts, tended to view both ham and pork as high in cholesterol and as meats unsuitable for weight watching; beef and chicken fared much better on those attributes. Since, as found previously, better educated women appeared to show more concern for the healthful aspects of meat, positive results may be gained by information and educational programs directed at these women with regard to these attitudes toward ham and pork.

Better educated women were also more favorable to all but fresh pork as good meats to eat cold; to beef and chicken for versatility; to chicken and ham for keeping qualities; to ham and pork for waste; and, to some extent, to pork for safety.

Opinions by income level paralleled those by education level, although generally the differences were not as sharp. Beef was additionally favored by these women from the standpoint of tiresomeness, tastiness, and weight watching. Fresh pork tended to be criticized less often for overall healthfulness by upper income homemakers than those at lower levels.

Age of the respondents appeared to be related to some of the opinions held of these meats, especially with regard to digestibility. Older homemakers were more likely to reject fresh pork and ham as easily digestible meats; in turn, they were somewhat more likely than younger women to indicate approval of beef and chicken as digestible meats. Concerning overall healthfulness, younger women were relatively more favorable to ham and pork than were older women. Another finding pertained to the "fatigue" factor of fresh pork: homemakers under 30 were somewhat more likely than their seniors to view pork as a meat one does not tire of. These younger homemakers, however, were least likely to indicate pork was good to eat cold.

Regional differences in opinions of these meats were also evident. Homemakers in the Northeast were least likely to mention either positive or negative statements for ham and fresh pork. Homemakers in the South, on the other hand, were more inclined to comment on these meats--especially ham--both favorably and unfavorably.

Westerners tended to view ham more favorably on tastiness and amount of waste than homemakers from other regions. Westerners also least faulted fresh pork on difficulty of digestion. Generally, chicken was regarded somewhat more favorably by southerners than others. The chief exception was that these homemakers were less likely than others to indicate that chicken was good to eat cold.

Suitability of Selected Cuts for Specific Circumstances

Another method of determining opinions which could be useful in understanding meat purchasing behavior was incorporated into a series of questions designed to investigate the suitability homemakers assign to serving specific meat cuts under selected circumstances.

Respondents were presented with a card (Card E) listing the following meats:

A pot roast of beef--one that is generally cooked in a covered pot	Chicken
	Lamb
An oven roast of beef--one that is generally cooked in the oven	Ham or picnic
	Pork roast

Steak (beef such as sirloin, T-bone, ribsteak, or round steak)	Pork chops
	Spareribs
Ground beef	
	Wieners, franks, hot dogs
Stew beef	

It can be seen from the above list that beef and fresh pork are listed by various cuts while the other meats are not. This was done, first of all, because the emphasis of this study is on beef and pork; and, second, the cuts within each meat were thought to be different enough from each other to stimulate different responses according to the situation being considered.

Five situations were presented in this series of questions. The first question read:

> "There are meats which some people would serve at the main meal for certain situations, and other meats which they would NOT serve for these situations. Which of these meats do you think would be especially good for a warm weather meal for your family? Any others?"
>
> "Which do you think would NOT be especially good for a warm weather meal for your family? Any others?"
> (Questions 47 and 48)

The series continued by asking which of the meats would be especially good and which would NOT be especially good under the following circumstances:

> "...if you want to serve an inexpensive meal?"
> (Questions 49 and 50)
>
> "...if you want to serve an easy-to-prepare meal?"
> (Questions 51 and 52)
>
> "...when special guests are coming to eat?"
> (Questions 53 and 54)
>
> "...when you are not sure which meats your guests like?"
> (Questions 55 and 56)

Respondents were encouraged to name as many meats as they wished by the probe, "Any others?"

Each of the circumstances named in this series of questions was designed to represent specific needs which might influence meat purchase practices. For example, Questions 47 and 48 measured possible seasonal variations in meat preferences either because of characteristics of the meat itself or because of

the kind of preparation required. Questions 53 and 54 were directed at evidences of the prestige or lack of prestige of specific meats, and Questions 55 and 56 were directed at determining the breadth of appeal of specific meats.

A study of those meats that were most (or least) favored for each situation out of all the meats presented in the list revealed the following: the majority of homemakers agreed that, for warm weather meals, chicken, ground beef, steak, and wieners were especially good, while pork roast was not. For inexpensive meals, ground beef, chicken, and wieners were favored, while steak was rejected. An oven roast of beef and steak were considered especially good to serve to special guests, while wieners were understandably viewed with disfavor for such circumstances. Ground beef and wieners headed the list of meats that are easy to prepare. A beef oven roast was the leading choice for guests whose preferences are not known, while lamb was considered undesirable in this situation.

The percentages of homemakers who named each meat as especially good or not especially good for each situation are presented below.

Homemakers' reactions to specific meats for use in selected situations:

Meat	Warm weather		Inexpensive		Easy to prepare		Special guests		Not sure of guests' preferences	
	Good	Not good	Good	Not good	Good	Not good	Good	Not good	Good	Not good
	Percent									
Pot roast	15	29	15	16	17	31	16	8	15	7
Oven roast	18	38	5	44	24	33	60	1	51	2
Steak	53	3	2	81	32	13	50	5	40	3
Ground beef	57	2	69	1	56	2	4	40	7	13
Stew beef	7	33	23	4	10	23	2	35	3	18
Chicken	64	2	60	1	33	17	40	4	43	7
Lamb	6	17	1	22	4	13	6	21	1	51
Ham or picnic	38	11	5	29	24	12	32	5	18	15
Pork roast	2	60	2	20	7	24	10	15	3	42
Pork chops	10	36	2	24	17	11	5	17	3	29
Spareribs	10	31	6	13	5	24	3	28	1	35
Wieners, franks, hot dogs	54	3	47	2	53	1	1	66	1	32

Following is an analysis of homemakers' answers to the above series of questions, concentrating on the four kinds of meat on which this study focused.

Beef

Perhaps an explanation of the high regard in which beef is held by homemakers lies in part in the fact that, for all of the circumstances cited, some type of beef was considered especially good by a substantial proportion of women. For prestige and universality of appeal, homemakers selected oven roast and steak, although homemakers tended to characterize these meats--especially steak--as unsuitable for an inexpensive meal. For economy and ease of preparation, most homemakers named ground beef, with ground beef and steak favorably considered for a warm weather meal. Although few homemakers found stew beef and pot roast desirable for most situations, the majority of homemakers did not reject either of these meats for any of the circumstances mentioned.

When opinions of the various types of beef are viewed by background characteristics, it is not surprising that higher income and better educated homemakers--relatively more often than their counterparts--named steak and oven roasts as especially good for most of the given situations. Younger homemakers did not rate oven roasts or pot roasts high for warm weather meals, compared with their elders, and they were more likely to reject ground beef for special guests. Rural residents criticized oven roast for its expensiveness more often than persons living in large metropolitan and urban areas; the former were also more likely to reject steak as an easy-to-prepare meat. Northeast residents tended to favor steak and ground beef for warm weather and easy-to-prepare meals more often than residents of the other regions. They were also most favorable to oven roasts for special guests; they were most likely to reject oven roasts, however, for inexpensive meals. Western homemakers were more often favorable to steak for wide appeal. Southern residents were less likely to favor steak and ground beef for warm weather meals, ground beef for prestige and easy meals, and oven roast for prestige meals.

When opinions about the suitability of these kinds of beef are viewed by their reported usage level, it is not surprising that the most frequent users of each meat were also most likely to regard that meat as especially good for each of the suggested situations, and nonusers were least inclined to comment favorably. For instance, fewer nonusers or relatively infrequent users favored oven roasts and steak for easy-to-prepare meals. The most striking differences, however, were between users and nonusers of these meats. Major differences were that nonusers were much less likely to consider oven roasts and steak good choices for special guests or for those whose preferences are not known, and steak was singled out as a meat that few nonusers favored for a good warm weather meal.

Chicken

Chicken was selected as suitable for a warm weather meal more often than any other meat on the list. Homemakers also tended to regard chicken as inexpensive, as a prestige meat, and one with wide appeal. Homemakers more often than not considered chicken easy to prepare, but a sizable proportion felt it was not good for this kind of meal.

Replies to this series of questions indicate that lower income homemakers were as likely to consider chicken high in prestige value as oven roast and

steak. Furthermore, more of the lower income homemakers considered chicken suitable when guests' tastes are unknown than either oven roast or steak. As the income level increased, however, higher proportions of homemakers expressed a preference for serving oven roast or steak in these circumstances. Among the meats most often considered especially good for inexpensive meals--ground beef, chicken, and wieners--chicken is the only one that did not tend to be mentioned more often as income level rose. About as many homemakers in the lower income level said that chicken is good for this type of meal as those in the middle and upper levels. Northeast and southern residents were more often favorable to chicken for ease of preparation than were residents of the North Central and Western regions.

In general, level of usage did not appear to be related to opinions about the suitability of chicken for each of the situations.

Ham or Picnics

Ham or picnics were considered good for a warm weather meal by about 4 out of 10 homemakers, as opposed to the 1 out of 10 who felt the reverse to be true. Ham or picnics were often said to be easy to prepare and good for serving to special guests. Homemakers were about equally divided on whether these meats were good to serve when guests' preferences in meats were unknown, and generally, homemakers did not consider these meats inexpensive.

Education and age appeared somewhat related to opinions about ham or picnics for a few of the situations, especially for warm weather meals. Better educated homemakers were more likely than others to find these meats good for warm weather meals. Also, homemakers aged 30 to 39 were more apt to favor ham or picnics for warm weather meals than others, especially older women.

The tendency to comment favorably on ham's suitability for a particular situation decreased somewhat as the reported usage level declined, although not for every situation. However, nonusers were much less likely than users to favor this meat for special guests and for a warm weather meal.

Fresh Pork Cuts

Fresh pork cuts included on the list drew very few favorable responses for each occasion. The highest favorable mention was for pork chops: 17 percent indicated that pork chops were good for an easy-to-prepare meal. Other favorable responses for each cut ranged from 2 to 10 percent on the various situations, while rejection of these cuts ranged from 11 to 60 percent. The most prevalent unfavorable comments on pork were for use in warm weather and for serving to guests whose preferences are not known.

For some of the situations, negative reactions to fresh pork cuts appeared to be related to age and education. In general, as age increased, so did rejection of these cuts as meats for warm weather meals. Younger women were also somewhat more likely to mention pork chops favorably as an easy-to-prepare meat. On the other hand, rejection of spareribs as an easy-to-prepare meat decreased as the homemaker's age increased. Women with a grade school

education were less likely than their college counterparts to reject pork roast for warm weather meals, spareribs for easy-to-prepare meals, and all three cuts for serving to guests with unknown preferences.

Northeast residents rejected pork roasts and chops for warm weather meals more often than did residents of the other regions. North Central residents were least likely to reject chops in this circumstance.

Opinions about the suitability of fresh pork cuts did not appear to be particularly related to their reported level of usage.

APPENDIX

Sample Design

The sample was a stratified multistage, random sample of all private households in the 48 conterminous States. In each household, the homemaker--the person chiefly responsible for either buying or preparing food for the household--was interviewed. Households in which no meats were prepared were excluded from the survey. Usable interviews were obtained from 3,099 homemakers.

The structure of the sample, with reference to the first stage sampling units (FSU's), is indicated by the following table which shows the number of first stage units in the sample by geographic areas and zones.

Geographic region and division	Zone 1	Zone 2	Zone 3	Total
	Number			
Northeast:				
New England	2	2	2	6
Middle Atlantic	12	7	5	24
North Central:				
East North Central	8	6	6	20
West North Central	2	2	6	10
South:				
South Atlantic	2	3	7	12
East South Central	2	1	4	7
West South Central	4	1	4	9
West:				
Mountain	2	1	2	5
Pacific	6	5	2	13
Total	40	28	38	106

The nine geographic areas correspond to the nine census divisions except that Maryland, Delaware, and Washington, D.C. metropolitan areas were included in the Middle Atlantic division rather than the South Atlantic. Within each of the nine divisions, three groupings or zones were used as follows:

Zone 1---That portion of a Standard Metropolitan Statistical Area (SMSA) containing one or more cities of 50,000 or more inhabitants.

Zone 2---Portions of SMSA's not included in Zone 1. These consist primarily of suburban communities but may also include rural territory within a SMSA's boundary.

Zone 3---Non-SMSA areas consisting of small towns and rural farm and nonfarm territory.

Each zone within each division was further divided, giving a total of 106 strata of approximately equal size. A primary sampling unit (PSU) in Zone 1 was a city or a major subdivision of a city, and in Zones 2 and 3 was a county or noncity portion of a county. All land area in the 48 States was assigned to a PSU, and one PSU was drawn with probability proportional to size from each of the 106 strata. Since the objective was to have each FSU contain approximately 10,000 households, the 106 selected PSU's were divided into areas, FSU's, of approximately 10,000 households. In PSU's involving cities where census tracts exist, such tracts were combined to form FSU's. In nontracted areas, Census Enumeration Districts were combined to form FSU's. From each of the PSU's, one FSU was drawn, again with the probability in proportion to size.

Identification of Respondents

The 106 First Stage Units of approximately 10,000 households were divided into segments. A segment is a portion of an enumeration district in non-tracted areas and is a block (or blocks) in tracted areas. Seven hundred such segments were drawn.

A detailed map of the segments was given to each interviewer after proper instruction and she was asked to list each household in the segment. The lists were returned to the home office of the contractor. There they were subsampled and a listing of the sampled households was returned to the interviewers. The selection of segments and households within lists was made in such a way as to make the sample self-weighted.

The procedure of prelisting households and drawing the final sample in the office gave the contractor control over the selection of respondent households. Checks were made on the process of listing households.

An eligible household in this study was composed of the occupants of a dwelling unit in which cooking facilities were available and meats were served. Every sample dwelling unit was contacted and every reasonable attempt was made to determine eligibility of the household and to interview the person with

major responsibility for purchasing or preparing food. A differential call-back rule based on zone and region was used. This yielded over an 80 percent completion rate of eligible respondents within each zone and each region.

A total of 4,202 prelisted dwelling units was visited to determine eligible households for eventual interviewing. Of this number, 436 were found to be either vacant or no longer standing. Thus, 3,766 occupied households with cooking facilities were designated as part of the survey sample. Of this number, 107 were found to be households where no meals were prepared. The remaining 3,659 comprised the eligible group of sample households.

The sample design for this study encompassed the collection of data over a four-quarter (season) time period during the calendar year 1967. A systematic selection of 175 of the 700 segments was made for each of the four quarters, so that a sample of 175 different segments was used in each of the quarters. Over 750 interviews were conducted in each quarter. The segments used for the second, third, and fourth quarters were updated to reflect the area as it existed at the time of interview. Each quarter, therefore, is a self-weighting sample of the United States, and the four quarters were added together to represent a sample taken over a year's time.

Interview completion rates among eligible respondents:

Item	Eligible households in survey sample	Completed interviews of eligible households	
	Number	Number	Percent
U.S. total	3,659	3,099	84.7
Region:			
Northeast	1,088	874	80.3
North Central	1,051	909	86.5
South	968	849	87.7
West	552	467	84.6
Zone:			
City	1,367	1,112	81.3
Suburb	1,082	902	83.4
Rural	1,210	1,085	89.7
Season:			
Winter	930	776	83.4
Spring	914	782	85.6
Summer	902	778	86.3
Fall	913	763	83.6

Sampling Tolerances

To aid in interpreting results, the following table is provided to indicate the approximate magnitude of random error due to sampling.

Approximate sampling tolerances (95 in 100 confidence level)

For percentages around--	Number of interviews on which a percentage is based					
	3,099*	2,000	1,000	750	500	200
	Percent					
50	3	3	4	4	5	8
40 or 60	3	3	4	4	5	8
30 or 70	2	3	4	4	5	7
20 or 80	2	3	3	3	4	6
10 or 90	2	2	2	3	3	5

*Size of total sample

The chances are approximately 95 in 100 that the survey result does not vary, plus or minus, by more than the indicated amount from the result that would have been obtained had the same procedures been used to interview all homemakers in the population.

For example, 40 percent of all homemakers in the survey said that beef was high in vitamins and minerals. The chances are 95 in 100 that, had all homemakers in the population been interviewed, the true percentage of those saying that beef was high in vitamins and minerals would be between 37 and 43 percent.

For subgroups of the sample, the possible variation is larger than for the total sample because the number of interviews was smaller. For instance, of the 409 respondents who said they would be interested in buying raw meat already frozen, 39 percent indicated that they would buy meat in this form because it was convenient to use. The chances are approximately 95 in 100 that if all homemakers interested in purchasing frozen meat had been interviewed, between 34 and 44 percent would have given this reason.

Image Question Rotation

Two versions of Card C--which lists meat characteristics--were used in this study, half the sample receiving one version and half the other. The only difference between the two versions of this card was that characteristics appearing in the left-hand column of one version appeared in the right-hand column of the other, and vice versa. This was done to avoid potentially biased answers caused by the order in which each of a pair of items is presented, i.e., specifically the possibility of favoring alternatives from one side of a page.

Comparison of results obtained from the two forms indicates that differences were minimal. For example, only once in the 140 comparisons (the five questions dealing with this list of items times two forms times 14 pairs of items per question) did a left-hand position differ as high as 5 percentage points from a right-hand position. The great majority of comparisons yielded either no differences or differences of 1 percentage point.

Listing of States in Each Region:

Northeast

Maine
New Hampshire
Vermont
Massachusetts
Rhode Island
Connecticut
New York
New Jersey
Pennsylvania
Delaware
Maryland
District of Columbia 1/

North Central

Ohio
Michigan
Indiana
Illinois
Wisconsin
Minnesota
Iowa
Missouri
North Dakota
South Dakota
Nebraska
Kansas

South

North Carolina
South Carolina
Virginia
Georgia
Florida
West Virginia
Arkansas
Louisiana
Oklahoma
Texas
Kentucky
Tennessee
Alabama
Mississippi

West

Montana
Arizona
Colorado
Idaho
Wyoming
Utah
Nevada
New Mexico
California
Oregon
Washington

1/Includes also that part of the Washington, D.C. Standard Metropolitan Area located in Virginia.

DEMOGRAPHIC CROSS TABULATIONS

Background information: Relationship among characteristics used as standard cross tabulations 1/

Characteristic	Region				Community size							Homemaker's age				
	Northeast	North Central	South	West	Metropolitan	City	Suburb	Urban	City	Suburb	Rural	Under 30	30-39	40-49	50-59	60 and over
	Percent															
Region:																
Northeast	100				42	37	51	29	40	18	13	29	27	29	32	25
North Central		100			25	25	24	28	25	32	35	26	29	31	26	33
South			100		14	19	5	29	28	30	40	27	28	26	27	29
West				100	19	19	20	14	7	20	12	18	16	14	15	13
Community size:																
Metropolitan	42	25	14	19	100							23	19	21	17	19
City	37	25	19	19		100						27	18	18	17	20
Suburb	51	24	5	20			100					17	22	27	15	19
Urban	29	28	29	14				100				18	21	23	16	22
City	40	25	28	7					100			18	18	21	18	25
Suburb	18	32	30	20						100		18	24	24	14	19
Rural	13	35	40	12							100	19	18	17	17	28
Homemaker's age:																
Under 30	21	18	20	25	23	27	17	18	18	18	19	100				
30-39	19	19	20	20	19	18	22	21	18	24	19		100			
40-49	21	22	19	19	21	18	27	23	21	24	18			100		
50-59	18	15	16	16	17	17	15	15	18	14	17				100	
60 and over	21	26	25	20	19	20	19	22	25	19	27					100
Homemaker's education:																
Grade school	21	22	31	13	18	20	15	22	27	17	28	7	13	18	29	45
Some high school	23	19	19	16	17	17	17	22	22	23	20	21	20	20	22	16
Completed high school	37	39	31	36	37	35	41	37	32	42	33	44	42	40	30	24
Any college	19	20	19	35	27	28	26	18	19	18	19	27	25	22	19	15
Family income:																
Lower	26	29	46	24	24	28	17	30	38	23	41	25	16	20	27	64
Middle	40	35	27	35	32	32	31	38	33	42	34	47	41	34	33	18
Upper	27	29	21	36	38	35	43	26	21	29	20	23	38	40	32	9
Family size:																
1 or 2	43	42	40	45	44	48	38	40	46	35	42	25	9	26	58	88
3 or 4	37	30	38	32	35	34	37	35	32	37	34	51	40	43	33	10
5 or more	20	28	22	21	21	18	25	25	22	28	24	24	51	31	9	2
Number of respondents	874	909	849	467	1,075	648	427	939	464	475	1,085	627	603	631	509	715

1/ Percentages may add to less than 100 because some characteristics were not ascertained for some respondents.

Background information: Relationship among characteristics used as standard cross tabulations 1/--Continued

Characteristic	Homemaker's education				Family income			Family size		
	Grade school	Some high school	Completed high school	Any college	Lower	Middle	Upper	1 or 2	3 or 4	5 or more
	Percent									
Region:										
Northeast	26	32	29	25	23	33	28	29	30	24
North Central	28	29	32	27	27	30	31	29	26	35
South	37	27	24	24	39	22	21	26	30	26
West	9	12	15	24	11	15	20	16	14	15
Community size:										
Metropolitan	18	17	37	27	24	32	38	44	35	21
City	20	17	35	28	28	32	35	48	34	18
Suburb	15	17	41	26	17	31	43	38	37	25
Urban	22	22	37	18	30	38	25	40	35	25
City	27	22	32	19	38	33	21	46	32	22
Suburb	17	23	42	18	23	42	29	35	37	28
Rural	28	20	33	19	41	34	20	42	34	24
Homemaker's age:										
Under 30	6	22	25	26	16	28	17	12	30	21
30-39	11	20	23	23	10	23	27	4	22	43
40-49	16	21	23	21	13	20	29	13	26	28
50-59	21	19	14	14	14	16	19	23	16	6
60 and over	46	18	15	16	47	13	8	48	6	2
Homemaker's education:										
Grade school	100				44	16	6	31	17	17
Some high school		100			22	24	13	17	19	27
Completed high school			100		24	40	44	28	43	38
Any college				100	10	20	37	24	21	18
Family income:										
Lower	61	36	21	15	100			47	22	19
Middle	24	40	39	32		100		27	39	41
Upper	8	18	34	48			100	19	33	34
Family size:										
1 or 2	57	36	33	46	63	33	29	100		
3 or 4	25	33	42	35	24	39	42		100	
5 or more	18	31	25	19	13	28	29			100
Number of respondents	704	611	1,102	665	982	1,062	859	1,313	1,071	715

1/Percentages may add to less than 100 because some characteristics were not ascertained for some respondents.

Question 1: As far as you can remember, which of these meats or meat products were served in the past month?
Question 2: In the past 12 months, was (MEAT) served in your home? (Asked of all homemakers about each meat not served in the past month)

Meats served in past 12 months	U.S. total	Region				Community size						
		North-east	North Central	South	West	Metropolitan			Urban			Rural
						Total	City	Suburb	Total	City	Suburb	Total
	Percent											
A pot roast of beef	78	79	80	73	82	77	73	82	80	75	84	78
An oven roast of beef	82	83	86	76	83	81	77	87	82	80	85	82
Steak	94	96	92	92	97	96	95	97	96	94	97	91
Ground beef	98	98	98	98	99	98	97	99	99	99	99	98
Stew beef	80	79	79	81	81	81	81	81	79	76	81	80
Chicken	98	98	99	98	97	98	98	99	98	98	99	98
Lamb	32	52	22	17	42	50	48	52	30	36	25	17
Bacon	95	92	95	96	95	93	92	95	96	97	96	94
Canned ham	51	49	56	46	57	51	47	58	53	46	59	50
Ham or picnic	79	75	82	82	77	73	73	74	80	78	83	83
Smoked pork sausage	48	40	56	49	46	47	46	49	51	52	52	45
Fresh pork sausage	67	65	67	71	67	64	62	66	70	66	72	70
Pork roast	61	67	66	52	59	58	55	63	65	60	70	60
Pork chops	85	85	87	85	85	83	81	87	89	86	90	86
Spareribs	60	53	65	62	62	61	61	60	60	58	62	60
Veal	39	55	33	28	38	54	53	56	39	43	35	23
Lunch meat	75	83	76	68	73	78	74	85	75	69	80	74
Cold cuts	87	91	87	83	87	88	85	91	89	85	93	85
Wieners, franks, hot dogs	90	91	91	87	90	90	88	92	91	89	93	89
Total	1,399	1,431	1,417	1,344	1,417	1,421	1,386	1,473	1,422	1,387	1,455	1,363
Number of respondents	3,099	874	909	849	467	1,075	648	427	939	464	475	1,085

Question 1: As far as you can remember, which of these meats or meat products were served in the past month?
Question 2: In the past 12 months, was (MEAT) served in your home? (Asked of all homemakers about each meat not served in the past month)--Continued

Meats served in past 12 months	Homemaker's age					Homemaker's education				Season			
	Under 30	30-39	40-49	50-59	60 and over	Grade school	Some high school	Completed high school	Any college	Winter	Spring	Summer	Fall
	Percent												
A pot roast of beef	75	82	81	82	72	72	78	83	76	77	79	78	80
An oven roast of beef	79	87	89	84	73	72	81	87	85	80	84	83	82
Steak	96	97	96	94	87	85	94	97	97	95	95	93	94
Ground beef	99	100	99	98	96	96	98	99	98	98	99	99	99
Stew beef	75	82	85	84	77	80	82	81	75	82	79	80	80
Chicken	99	99	99	99	96	98	98	99	98	98	98	99	98
Lamb	24	29	37	37	35	26	25	34	43	29	35	33	33
Bacon	96	96	97	94	90	89	96	97	96	94	94	93	97
Canned ham	50	60	57	53	37	41	53	55	54	50	51	53	50
Ham or picnic	78	83	84	79	72	72	81	83	78	78	80	77	80
Smoked pork sausage	52	57	52	47	34	42	48	51	50	47	49	49	48
Fresh pork sausage	71	72	71	67	58	62	71	71	63	68	65	66	71
Pork roast	60	68	70	63	48	52	62	67	61	60	61	60	63
Pork chops	92	92	88	84	71	78	87	89	86	87	84	85	87
Spareribs	64	70	64	60	45	57	61	63	57	62	58	58	62
Veal	34	42	45	42	32	33	39	39	45	37	40	38	40
Lunch meat	81	83	79	74	63	65	77	81	77	74	74	76	77
Cold cuts	93	96	93	85	71	81	87	91	86	87	86	87	90
Wieners, franks, hot dogs	94	96	96	91	75	85	94	92	88	91	89	89	91
Total	1,412	1,491	1,482	1,417	1,232	1,286	1,412	1,459	1,413	1,394	1,400	1,396	1,422
Number of respondents	627	603	631	509	715	704	611	1,102	665	776	782	778	763

Question 1: As far as you can remember, which of these meats or meat products were served in the past month?

Question 2: In the past 12 months, was (MEAT) served in your home? (Asked of all homemakers about each meat not served in the past month) --Continued

Meats served in past 12 months	Family income			Family size		
	Lower	Middle	Upper	1 or 2	3 or 4	5 or more
	Percent					
A pot roast of beef	70	82	82	72	83	82
An oven roast of beef	70	86	92	74	86	89
Steak	87	97	99	90	98	95
Ground beef	97	100	99	97	99	99
Stew beef	76	81	81	74	82	88
Chicken	98	99	99	96	99	100
Lamb	27	28	43	34	33	27
Bacon	91	96	98	92	96	97
Canned ham	39	56	60	42	57	60
Ham or picnic	74	82	84	73	84	84
Smoked pork sausage	41	50	53	41	52	54
Fresh pork sausage	62	72	69	60	71	76
Pork roast	52	65	67	52	69	69
Pork chops	79	90	88	77	91	91
Spareribs	55	61	65	49	66	71
Veal	30	39	50	36	44	38
Lunch meat	64	81	83	67	82	81
Cold cuts	78	91	94	78	93	96
Wieners, franks, hot dogs	83	93	95	80	97	98
Total	1,273	1,449	1,501	1,284	1,482	1,495
Number of respondents	982	1,062	859	1,313	1,071	715

Question 3: Which phrase on this card shows how often, on the average, you serve a pot roast of beef?

Frequency of serving	U.S. total	Region				Community size						
		North-east	North Central	South	West	Metropolitan			Urban			Rural
						Total	City	Suburb	Total	City	Suburb	Total
	Percent											
2 or more times a week	4	3	4	4	3	3	3	2	3	2	5	5
About once a week	15	12	19	14	14	12	13	12	16	15	17	16
2 or 3 times a month	20	20	21	16	23	21	18	26	20	16	23	18
About once a month	21	25	17	20	20	21	21	22	22	25	19	19
Less often than once a month	19	18	18	19	21	19	18	19	18	18	19	20
Not at all in past 12 months	22	21	20	27	18	23	27	18	20	25	16	22
Total	101	99	99	100	99	99	100	99	99	101	99	100
Number of respondents	3,099	874	909	849	467	1,075	648	427	939	464	475	1,085

Frequency of serving	Homemaker's age					Homemaker's education				Season			
	Under 30	30-39	40-49	50-59	60 and over	Grade school	Some high school	Completed high school	Any college	Winter	Spring	Summer	Fall
2 or more times a week	3	4	3	4	5	4	3	4	4	4	5	4	3
About once a week	12	17	16	19	12	15	16	16	12	14	14	16	15
2 or 3 times a month	20	21	21	20	17	14	19	22	22	19	22	20	18
About once a month	20	21	23	21	19	20	20	22	19	21	21	19	22
Less often than once a month	19	19	19	19	19	18	20	19	18	18	18	19	21
Not at all in past 12 months	25	18	19	18	28	28	22	17	24	24	21	23	21
Total	99	100	101	101	100	99	100	100	99	100	101	101	100
Number of respondents	627	603	631	509	715	704	611	1,102	665	776	782	778	763

Frequency of serving	Family income			Family size			Usage Level	
	Lower	Middle	Upper	1 or 2	3 or 4	5 or more	Beef	
							Higher	Lower
2 or more times a week	4	4	3	4	4	4	4	1
About once a week	12	16	17	11	16	19	17	3
2 or 3 times a month	16	20	24	17	21	22	21	10
About once a month	19	22	22	20	21	20	21	18
Less often than once a month	20	20	17	20	20	15	18	25
Not at all in past 12 months	30	18	18	27	18	19	19	42
Total	101	100	101	99	100	99	100	99
Number of respondents	982	1,062	859	1,313	1,071	715	2,671	410

Question 3: (About how often do you serve) an oven roast of beef?

Frequency of serving	U.S. total	Region				Community size						
		North-east	North Central	South	West	Metropolitan			Urban			Rural
						Total	City	Suburb	Total	City	Suburb	Total
	Percent											
2 or more times a week	3	3	4	2	1	2	1	2	2	2	3	4
About once a week	16	16	18	11	17	14	12	17	18	13	23	15
2 or 3 times a month	22	22	25	19	23	25	24	26	21	21	21	21
About once a month	21	24	21	21	17	23	21	26	22	24	19	19
Less often than once a month	20	18	17	23	25	18	19	16	19	20	18	23
Not at all in past 12 months	18	17	14	24	17	19	23	13	18	20	16	18
Total	100	100	99	100	100	101	100	100	100	100	100	100
Number of respondents	3,099	874	909	849	467	1,075	648	427	939	464	475	1,085

Frequency of serving	Homemaker's age					Homemaker's education				Season			
	Under 30	30-39	40-49	50-59	60 and over	Grade school	Some high school	Completed high school	Any college	Winter	Spring	Summer	Fall
2 or more times a week	2	3	2	3	3	3	3	3	2	2	3	3	3
About once a week	11	20	22	16	10	10	17	18	16	15	16	17	14
2 or 3 times a month	22	26	26	21	17	12	23	25	28	22	23	23	21
About once a month	22	22	22	21	19	22	17	22	23	20	21	20	24
Less often than once a month	22	15	16	23	23	25	21	19	15	21	20	20	20
Not at all in past 12 months	21	13	12	16	27	28	19	13	15	20	17	17	18
Total	100	99	100	100	99	100	100	100	99	100	100	100	100
Number of respondents	627	603	631	509	715	704	611	1,102	665	776	782	778	763

Frequency of serving	Family income			Family size			Usage Level	
	Lower	Middle	Upper	1 or 2	3 or 4	5 or more	Beef	
							Higher	Lower
2 or more times a week	2	4	3	2	3	3	3	x
About once a week	9	16	22	10	18	22	17	4
2 or 3 times a month	14	23	30	19	25	25	24	10
About once a month	18	24	22	19	23	22	22	17
Less often than once a month	26	19	15	24	17	16	19	29
Not at all in past 12 months	30	14	8	25	14	11	14	39
Total	99	100	100	99	100	99	99	99
Number of respondents	982	1,062	859	1,313	1,071	715	2,671	410

x Less than 1 percent.

Question 3: (About how often do you serve) steak?

Frequency of serving	U.S. total	Region				Community size						
		North-east	North Central	South	West	Metropolitan			Urban			Rural
						Total	City	Suburb	Total	City	Suburb	Total
	Percent											
2 or more times a week	21	22	17	20	29	26	28	22	19	20	19	18
About once a week	34	42	31	32	31	37	36	40	37	37	38	29
2 or 3 times a month	19	18	21	18	19	19	18	21	19	18	20	19
About once a month	9	8	11	10	9	7	6	9	10	10	10	11
Less often than once a month	10	7	13	11	8	6	7	4	10	9	11	13
Not at all in past 12 months	6	4	7	9	4	4	5	3	5	6	3	9
Total	99	101	100	100	100	99	100	99	100	100	101	99
Number of respondents	3,099	874	909	849	467	1,075	648	427	939	464	475	1,085

Frequency of serving	Homemaker's age					Homemaker's education				Season			
	Under 30	30-39	40-49	50-59	60 and over	Grade school	Some high school	Completed high school	Any college	Winter	Spring	Summer	Fall
2 or more times a week	20	21	22	26	19	16	20	24	24	19	24	23	18
About once a week	39	37	38	34	26	23	37	39	38	32	37	34	34
2 or 3 times a month	19	22	18	18	18	18	17	21	19	19	18	19	20
About once a month	10	8	8	11	10	13	9	8	8	11	8	9	10
Less often than once a month	8	8	10	6	15	16	11	6	9	14	8	7	11
Not at all in past 12 months	4	4	4	6	13	15	6	3	3	5	5	7	7
Total	100	100	100	101	101	101	100	101	101	100	100	99	100
Number of respondents	627	603	631	509	715	704	611	1,102	665	776	782	778	763

Frequency of serving	Family income			Family size			Usage Level	
	Lower	Middle	Upper	1 or 2	3 or 4	5 or more	Beef	
							Higher	Lower
2 or more times a week	15	21	28	23	23	16	24	3
About once a week	23	39	42	30	40	34	38	14
2 or 3 times a month	18	19	19	17	19	23	19	20
About once a month	13	9	6	10	9	10	8	18
Less often than once a month	17	8	4	11	7	12	8	24
Not at all in past 12 months	14	3	1	10	2	5	3	22
Total	100	99	100	101	100	100	100	101
Number of respondents	982	1,062	859	1,313	1,071	715	2,671	410

Question 3: (About how often do you serve) ground beef?

Frequency of serving	U.S. total	Region				Community size						
		North-east	North Central	South	West	Metropolitan			Urban			Rural
						Total	City	Suburb	Total	City	Suburb	Total
	Percent											
2 or more times a week	47	39	53	46	52	37	38	37	50	44	55	54
About once a week	33	41	29	31	27	39	38	42	32	34	30	27
2 or 3 times a month	11	11	10	11	12	13	14	12	9	11	7	11
About once a month	5	5	4	7	6	6	6	6	5	6	5	5
Less often than once a month	2	3	2	3	2	2	2	2	3	4	2	2
Not at all in past 12 months	2	1	2	2	1	2	3	1	1	1	1	2
Total	100	100	100	100	100	99	101	100	100	100	100	101
Number of respondents	3,099	874	909	849	467	1,075	648	427	939	464	475	1,085

Frequency of serving	Homemaker's age					Homemaker's education				Season			
	Under 30	30-39	40-49	50-59	60 and over	Grade school	Some high school	Completed high school	Any college	Winter	Spring	Summer	Fall
2 or more times a week	54	55	51	39	36	42	48	49	47	46	44	52	46
About once a week	31	33	35	36	30	28	34	33	35	32	34	30	35
2 or 3 times a month	9	9	7	13	17	14	9	11	11	12	12	10	11
About once a month	4	2	3	7	10	8	5	4	4	7	6	4	5
Less often than once a month	1	1	3	3	4	5	2	2	1	2	3	2	2
Not at all in past 12 months	1	1	1	2	3	4	1	x	2	2	2	2	2
Total	100	101	100	100	100	101	99	99	100	101	101	100	101
Number of respondents	627	603	631	509	715	704	611	1,102	665	776	782	778	763

Frequency of serving	Family income			Family size			Usage Level	
	Lower	Middle	Upper	1 or 2	3 or 4	5 or more	Beef	
							Higher	Lower
2 or more times a week	44	51	44	34	51	64	53	8
About once a week	27	35	37	34	35	26	33	34
2 or 3 times a month	15	8	11	16	8	7	9	28
About once a month	8	4	4	8	4	2	4	16
Less often than once a month	3	2	2	4	1	1	1	9
Not at all in past 12 months	3	1	1	3	1	1	1	5
Total	100	101	99	99	100	101	101	100
Number of respondents	982	1,062	859	1,313	1,071	715	2,671	410

x Less than 1 percent.

Question 4: Which phrase on this card shows how often, on the average, BEEF was served in your home during the past 12 months?

Frequency of serving	U.S. total	Region				Community size						
		North-east	North Central	South	West	Metropolitan			Urban			Rural
						Total	City	Suburb	Total	City	Suburb	Total
	Percent											
2 or more times a week	86	88	88	80	91	88	85	92	89	87	90	83
About once a week	7	8	6	9	4	7	8	6	6	6	5	8
2 or 3 times a month	4	3	3	6	1	3	4	2	3	3	3	5
About once a month	1	1	1	2	2	1	1	x	1	2	1	2
Less often than once a month	1	1	x	2	1	x	x	x	1	2	x	2
Not at all in past 12 months	1	x	1	1	x	1	1	x	x	-	x	1
Total	100	101	99	100	99	100	99	100	100	100	99	101
Number of respondents	3,099	874	909	849	467	1,075	648	427	939	464	475	1,085

Frequency of serving	Homemaker's age					Homemaker's education				Season			
	Under 30	30-39	40-49	50-59	60 and over	Grade school	Some high school	Completed high school	Any college	Winter	Spring	Summer	Fall
2 or more times a week	88	90	91	88	77	74	84	91	92	82	87	87	88
About once a week	7	6	5	5	10	11	10	5	4	10	6	6	7
2 or 3 times a month	4	3	1	3	7	8	3	2	2	5	3	3	3
About once a month	x	1	1	1	3	3	1	1	1	2	2	2	1
Less often than once a month	x	x	1	2	2	3	1	x	x	1	2	1	1
Not at all in past 12 months	x	-	x	1	1	2	x	x	x	x	1	1	1
Total	99	100	99	100	100	101	99	99	99	100	101	100	101
Number of respondents	627	603	631	509	715	704	611	1,102	665	776	782	778	763

Frequency of serving	Family income			Family size		
	Lower	Middle	Upper	1 or 2	3 or 4	5 or more
2 or more times a week	74	91	94	81	91	90
About once a week	12	6	4	9	5	6
2 or 3 times a month	8	2	2	5	3	3
About once a month	3	x	x	2	x	1
Less often than once a month	2	1	x	2	x	1
Not at all in past 12 months	1	x	x	1	x	x
Total	100	100	100	100	99	101
Number of respondents	982	1,062	859	1,313	1,071	715

x Less than 1 percent.

Question 7: Which phrase on this card shows how often, on the average, (broiler or fryer) chicken was served in your home during the past 12 months?

Frequency of serving	U.S. total	Region				Community size						
		North-east	North Central	South	West	Metropolitan			Urban			Rural
						Total	City	Suburb	Total	City	Suburb	Total
	Percent											
2 or more times a week	17	15	12	27	10	16	19	10	16	18	15	18
About once a week	42	46	41	42	37	44	40	50	43	44	43	40
2 or 3 times a month	25	25	27	19	30	24	23	26	24	22	27	26
About once a month	10	8	13	7	12	10	10	10	10	9	11	10
Less often than once a month	5	4	5	3	8	5	6	3	4	5	4	5
Not at all in past 12 months	2	1	1	2	3	2	2	1	2	2	1	2
Total	101	99	99	100	100	101	100	100	99	100	101	101
Number of respondents	3,099	874	909	849	467	1,075	648	427	939	464	475	1,085

Frequency of serving	Homemaker's age					Homemaker's education				Season			
	Under 30	30-39	40-49	50-59	60 and over	Grade school	Some high school	Completed high school	Any college	Winter	Spring	Summer	Fall
2 or more times a week	15	15	14	19	20	28	16	12	12	15	16	18	17
About once a week	44	47	47	38	36	35	46	46	41	43	43	42	41
2 or 3 times a month	26	26	25	25	22	22	21	26	29	25	23	24	27
About once a month	9	8	10	11	11	8	11	10	11	10	11	9	10
Less often than once a month	5	3	3	6	7	5	5	4	5	5	5	5	4
Not at all in past 12 months	1	1	1	1	4	2	2	1	2	2	2	2	2
Total	100	100	100	100	100	100	101	99	100	100	100	100	101
Number of respondents	627	603	631	509	715	704	611	1,102	665	776	782	778	763

Frequency of serving	Family income			Family size		
	Lower	Middle	Upper	1 or 2	3 or 4	5 or more
2 or more times a week	25	14	9	17	15	18
About once a week	37	45	44	37	46	47
2 or 3 times a month	20	25	31	24	25	25
About once a month	11	10	10	12	9	7
Less often than once a month	5	5	4	7	3	2
Not at all in past 12 months	3	1	1	3	1	x
Total	101	100	99	100	99	99
Number of respondents	982	1,062	859	1,313	1,071	715

x Less than 1 percent.

Question 8: And which phrase shows how often, on the average, lamb was served in your home during the past 12 months?

Frequency of serving	U.S. total	Region				Community size						
		North-east	North Central	South	West	Metropolitan			Urban			Rural
						Total	City	Suburb	Total	City	Suburb	Total
	Percent											
2 or more times a week	1	2	x	1	1	2	1	2	1	x	1	x
About once a week	4	8	1	1	5	7	7	7	3	5	2	1
2 or 3 times a month	6	14	3	2	6	12	12	13	5	7	3	1
About once a month	7	11	5	3	8	11	10	11	6	7	6	3
Less often than once a month	15	18	13	10	21	19	17	20	15	16	13	11
Not at all in past 12 months	68	47	77	83	58	50	52	47	69	64	75	84
Total	101	100	99	100	99	101	99	100	99	99	100	100
Number of respondents	3,099	874	909	849	467	1,075	648	427	939	464	475	1,085

Frequency of serving	Homemaker's age					Homemaker's education				Season			
	Under 30	30-39	40-49	50-59	60 and over	Grade school	Some high school	Completed high school	Any college	Winter	Spring	Summer	Fall
2 or more times a week	x	1	x	1	2	1	1	1	2	1	1	1	1
About once a week	3	2	4	4	5	5	3	3	4	3	4	3	5
2 or 3 times a month	4	4	8	8	7	5	4	8	6	6	7	7	5
About once a month	4	5	8	9	8	6	4	6	11	5	7	7	7
Less often than once a month	13	16	17	16	13	10	13	16	19	13	15	16	15
Not at all in past 12 months	76	71	63	63	65	73	74	66	58	72	65	67	67
Total	100	99	100	101	100	100	99	100	100	100	99	101	100
Number of respondents	627	603	631	509	715	704	611	1,102	665	776	782	778	763

Frequency of serving	Family income			Family size		
	Lower	Middle	Upper	1 or 2	3 or 4	5 or more
2 or more times a week	x	x	2	1	x	1
About once a week	3	4	4	5	4	2
2 or 3 times a month	6	6	8	8	6	4
About once a month	5	5	9	8	6	5
Less often than once a month	12	12	21	13	16	15
Not at all in past 12 months	73	72	57	65	67	73
Total	99	99	101	100	99	100
Number of respondents	982	1,062	859	1,313	1,071	715

x Less than 1 percent.

Question 9: Why do you suppose lamb is not served in your home? (Asked only of homemakers who served no lamb in past 12 months)

Question 10: Why do you suppose lamb is not served more often in your home? (Asked only of homemakers who served lamb once a month or less often in the past 12 months)

	Nonusers (Question 9)	Infrequent users (Question 10)
	Percent	
Preference	67	51
Don't like flavor, taste	33	20
Don't like it (unspecified)	29	20
Don't like smell	12	7
Prefer other meat	4	11
Lack of exposure	26	5
Never ate or acquired taste for it	21	3
Never taught to cook or serve it	8	2
Too expensive, can't afford it	12	34
Lack of availability	8	17
Idea of eating repugnant	6	1
Cooking or menu problems	3	7
Tough, dislike texture	3	2
Greasy, fatty	3	6
Leftovers not used up	x	4
Other	5	11
Don't know; no answer	1	2
Total	134	140
Number of respondents	2,099	663

x Less than 1 percent.

Question 13: Which phrase on this card shows how often, on the average, bacon was served in your home during the past 12 months?

Frequency of serving	U.S. total	Region				Community size						
		North-east	North Central	South	West	Metropolitan			Urban			Rural
						Total	City	Suburb	Total	City	Suburb	Total
	Percent											
2 or more times a week	59	48	54	75	60	56	58	52	61	63	58	60
About once a week	15	19	19	8	16	17	15	20	15	13	16	15
2 or 3 times a month	9	12	11	5	8	9	9	9	10	9	11	9
About once a month	5	6	5	3	6	5	5	6	5	4	5	5
Less often than once a month	6	9	6	4	5	7	6	7	6	7	5	6
Not at all in past 12 months	5	7	5	5	4	7	7	6	4	4	5	5
Total	99	101	100	100	99	101	100	100	101	100	100	100
Number of respondents	3,099	874	909	849	467	1,075	648	427	939	464	475	1,085

Frequency of serving	Homemaker's age					Homemaker's education				Season			
	Under 30	30-39	40-49	50-59	60 and over	Grade school	Some high school	Completed high school	Any college	Winter	Spring	Summer	Fall
2 or more times a week	65	62	58	57	53	53	64	60	58	58	57	60	60
About once a week	13	17	19	15	13	14	16	16	17	16	16	14	15
2 or 3 times a month	9	8	9	9	11	10	7	9	9	9	8	9	10
About once a month	5	6	5	7	3	4	5	6	5	5	6	4	6
Less often than once a month	5	3	6	7	9	8	4	6	6	6	6	6	6
Not at all in past 12 months	4	3	3	5	10	11	4	3	4	6	6	7	3
Total	101	99	100	100	99	100	100	100	99	100	99	100	100
Number of respondents	627	603	631	509	715	704	611	1,102	665	776	782	778	763

Frequency of serving	Family income			Family size		
	Lower	Middle	Upper	1 or 2	3 or 4	5 or more
2 or more times a week	58	60	60	53	63	62
About once a week	12	17	18	14	15	19
2 or 3 times a month	10	8	10	9	10	8
About once a month	4	6	5	6	4	4
Less often than once a month	7	6	5	9	4	4
Not at all in past 12 months	9	4	3	8	4	3
Total	100	101	101	99	100	100
Number of respondents	982	1,062	859	1,313	1,071	715

Question 14: Why do you suppose bacon is not served in your home? (Asked only of homemakers who served no bacon in past 12 months)

Question 15: Why do you suppose bacon is not served more often in your home? (Asked only of homemakers who served bacon once a month or less often in the past 12 months)

	Nonusers (Question 14)		Infrequent users (Question 15)	
	Percent		Percent	
Health reasons	46		30	
Doctor's orders		15		4
Specific condition prohibits usage		13		8
Hard to digest		7		7
Not good for health (unspecified)		5		2
High in cholesterol		4		3
Other health reasons		6		7
Religious reasons	19		1	
Greasy, fatty	16		15	
Too expensive, can't afford it	14		27	
Preference	14		19	
Don't like it (unspecified)		8		11
Don't like flavor, taste		3		1
Prefer other meat		2		5
Too salty		2		2
Too much fat	5		6	
Meal habits	4		23	
Seldom eat, cook at home		2		3
Don't eat breakfast		1		9
No time to cook breakfast		1		4
Not suitable for main meal		1		2
Don't eat meat at breakfast		-		5
Cooking or menu problems	2		4	
Other	6		17	
Don't know; no answer	2		1	
Total	128		143	
Number of respondents	166		349	

Question 16: Which phrase shows how often, on the average, hams and picnics were served in your home during the past 12 months?

Frequency of serving	U.S. total	Region				Community size						
		North-east	North Central	South	West	Metropolitan			Urban			Rural
						Total	City	Suburb	Total	City	Suburb	Total
	Percent											
2 or more times a week	6	5	4	9	5	4	4	4	5	5	6	8
About once a week	10	12	9	11	7	7	6	9	11	11	11	12
2 or 3 times a month	24	25	24	23	23	23	22	25	24	22	25	25
About once a month	22	20	22	22	24	21	21	21	23	21	24	22
Less often than once a month	27	22	32	26	31	28	29	27	28	30	26	26
Not at all in past 12 months	11	16	9	9	11	16	17	14	10	12	8	8
Total	100	100	100	100	101	99	99	100	101	101	100	101
Number of respondents	3,099	874	909	849	467	1,075	648	427	939	464	475	1,085

Frequency of serving	Homemaker's age					Homemaker's education				Season			
	Under 30	30-39	40-49	50-59	60 and over	Grade school	Some high school	Completed high school	Any college	Winter	Spring	Summer	Fall
2 or more times a week	5	5	4	8	6	8	8	4	4	5	5	6	6
About once a week	9	10	12	11	8	11	11	10	9	9	11	10	10
2 or 3 times a month	24	28	26	22	19	18	25	26	26	22	24	25	24
About once a month	24	25	23	20	18	17	21	25	23	22	22	20	23
Less often than once a month	26	25	27	28	30	28	26	27	28	28	27	26	27
Not at all in past 12 months	12	8	7	11	18	19	9	8	10	13	10	13	10
Total	100	101	99	100	99	101	100	100	100	99	99	100	100
Number of respondents	627	603	631	509	715	704	611	1,102	665	776	782	778	763

Frequency of serving	Family income			Family size		
	Lower	Middle	Upper	1 or 2	3 or 4	5 or more
2 or more times a week	7	5	5	6	6	5
About once a week	9	10	10	8	11	12
2 or 3 times a month	20	26	26	20	26	27
About once a month	19	23	24	19	24	23
Less often than once a month	27	27	28	29	26	25
Not at all in past 12 months	18	9	7	17	7	7
Total	100	100	100	99	100	99
Number of respondents	982	1,062	859	1,313	1,071	715

Question 17: Why do you suppose ham or picnics are not served in your home? (Asked only of homemakers who served no ham or picnics in past 12 months)

Question 18: Why do you suppose ham or picnics are not served more often in your home? (Asked only of homemakers who served ham or picnics once a month or less often in past 12 months)

	Nonusers (Question 17)		Infrequent users (Question 18)	
	Percent			
Health reasons	29		17	
Specific condition prohibits usage		10		6
Doctor's orders		7		3
Hard to digest		4		2
Not good for health (unspecified)		4		2
High in cholesterol		2		1
Other health reasons		4		3
Preference	26		27	
Don't like it (unspecified)		12		9
Prefer other meat		8		15
Too salty		5		3
Don't like flavor, taste		5		2
Too expensive, can't afford it	19		29	
Not available in right size	19		22	
Religious reasons	12		-	
Cooking or menu problems	4		7	
Greasy, fatty	4		3	
Seldom eat, cook at home	3		2	
Leftovers not used up	2		19	
Too fattening, rich	2		3	
Limited appeal	1		10	
Other	8		10	
Don't know, no answer	4		3	
Total	133		152	
Number of respondents	352		1,521	

Question 19: Which phrase on this card shows how often, on the average, you serve canned ham?

Frequency of serving	U.S. total	Region				Community size						
		North-east	North Central	South	West	Metropolitan			Urban			Rural
						Total	City	Suburb	Total	City	Suburb	Total
	Percent											
2 or more times a week	1	x	1	1	1	1	1	x	1	x	1	1
About once a week	1	1	1	1	1	1	2	1	1	2	1	1
2 or 3 times a month	5	5	5	5	4	5	4	7	4	4	5	5
About once a month	8	10	9	8	7	9	8	11	8	8	7	9
Less often than once a month	36	32	40	30	45	35	32	39	38	31	44	35
Not at all in past 12 months	49	51	44	55	43	49	53	42	48	54	41	50
Total	100	99	100	100	101	100	100	100	100	99	99	101
Number of respondents	3,099	874	909	849	467	1,075	648	427	939	464	475	1,085

Frequency of serving	Homemaker's age					Homemaker's education				Season			
	Under 30	30-39	40-49	50-59	60 and over	Grade school	Some high school	Completed high school	Any college	Winter	Spring	Summer	Fall
2 or more times a week	1	1	x	1	1	1	1	1	x	1	1	1	1
About once a week	1	2	1	1	1	1	2	1	1	1	1	2	1
2 or 3 times a month	6	6	4	4	3	3	3	5	7	4	4	6	4
About once a month	9	11	9	9	5	8	9	8	9	8	9	9	8
Less often than once a month	34	41	42	39	27	28	38	40	37	36	37	35	36
Not at all in past 12 months	49	39	43	47	63	59	47	44	46	50	48	47	50
Total	100	100	99	101	100	100	100	99	100	100	100	100	100
Number of respondents	627	603	631	509	715	704	611	1,102	665	776	782	778	763

Frequency of serving	Family income			Family size			Usage level				
							Ham				
	Lower	Middle	Upper	1 or 2	3 or 4	5 or more	Higher	Higher/ medium	Lower/ medium	Lower	Non-usage
2 or more times a week	1	1	1	1	1	1	5	-	x	x	-
About once a week	1	2	1	1	1	2	6	1	x	x	-
2 or 3 times a month	2	5	6	4	5	5	8	13	1	1	-
About once a month	6	10	10	6	10	11	11	12	15	2	-
Less often than once a month	28	39	43	31	39	41	29	36	39	53	-
Not at all in past 12 months	61	44	40	58	43	40	42	38	44	44	100
Total	99	101	101	101	99	100	101	100	99	100	100
Number of respondents	982	1,062	859	1,313	1,071	715	487	739	679	842	352

x Less than 1 percent.

Question 19: (Which phrase on this card shows how often, on the average, you serve) other ham -- whether whole, butt or shank?

Frequency of serving	U.S. total	Region				Community size						
		North-east	North Central	South	West	Metropolitan			Urban			Rural
						Total	City	Suburb	Total	City	Suburb	Total
	Percent											
2 or more times a week	3	3	2	4	3	2	2	2	2	3	2	4
About once a week	6	6	5	7	4	4	3	4	6	6	5	8
2 or 3 times a month	14	14	13	16	12	12	12	12	14	11	17	16
About once a month	18	19	20	16	18	17	16	19	18	19	18	19
Less often than once a month	34	29	38	33	37	35	36	33	36	36	36	32
Not at all in past 12 months	25	29	22	24	26	31	31	30	24	26	21	21
Total	100	100	100	100	100	101	100	100	100	101	99	100
Number of respondents	3,099	874	909	849	467	1,075	648	427	939	464	475	1,085

Frequency of serving	Homemaker's age					Homemaker's education				Season			
	Under 30	30-39	40-49	50-59	60 and over	Grade school	Some high school	Completed high school	Any college	Winter	Spring	Summer	Fall
2 or more times a week	2	2	2	4	3	4	4	2	2	2	3	3	2
About once a week	5	6	6	6	6	7	8	5	5	5	5	7	7
2 or 3 times a month	13	17	15	15	11	10	14	15	15	14	13	14	14
About once a month	18	21	22	17	14	12	19	21	19	18	18	18	19
Less often than once a month	35	35	34	33	34	32	32	37	34	35	36	32	33
Not at all in past 12 months	27	20	20	25	32	35	24	20	25	26	25	26	24
Total	100	101	99	100	100	100	101	100	100	100	100	100	99
Number of respondents	627	603	631	509	715	704	611	1,102	665	776	782	778	763

Frequency of serving	Family income			Family size			Usage Level				
							Ham				
	Lower	Middle	Upper	1 or 2	3 or 4	5 or more	Higher	Higher/ medium	Lower/ medium	Lower	Non-usage
2 or more times a week	2	3	3	3	3	2	16	1	x	x	-
About once a week	6	5	6	6	5	6	31	3	1	x	-
2 or 3 times a month	12	14	17	12	15	16	16	44	3	1	-
About once a month	15	20	21	16	21	19	16	25	39	4	-
Less often than once a month	33	35	35	33	35	35	14	19	38	71	-
Not at all in past 12 months	32	23	18	31	20	22	8	9	19	24	100
Total	100	100	100	101	99	100	101	101	100	100	100
Number of respondents	982	1,062	859	1,313	1,071	715	487	739	679	842	352

x Less than 1 percent.

Question 19: (Which phrase on this card shows how often, on the average, you serve) picnics?

Frequency of serving	U.S. total	Region				Community size						
		North-east	North Central	South	West	Metropolitan			Urban			Rural
						Total	City	Suburb	Total	City	Suburb	Total
	Percent											
2 or more times a week	1	1	x	1	1	1	x	1	1	1	1	1
About once a week	2	3	1	2	x	1	2	1	2	3	1	2
2 or 3 times a month	6	6	5	7	3	4	4	4	6	6	6	7
About once a month	10	12	10	11	7	9	10	8	10	9	12	11
Less often than once a month	31	29	31	33	31	28	27	28	33	31	34	33
Not at all in past 12 months	50	49	52	45	57	57	57	58	48	50	47	45
Total	100	100	99	99	99	100	100	100	100	100	101	99
Number of respondents	3,099	874	909	849	467	1,075	648	427	939	464	475	1,085

Frequency of serving	Homemaker's age					Homemaker's education				Season			
	Under 30	30-39	40-49	50-59	60 and over	Grade school	Some high school	Completed high school	Any college	Winter	Spring	Summer	Fall
2 or more times a week	1	1	x	1	2	1	2	x	x	1	x	1	1
About once a week	1	3	2	2	1	3	3	1	1	1	2	2	3
2 or 3 times a month	5	6	6	6	5	7	6	6	5	5	5	6	6
About once a month	14	12	10	9	6	10	11	11	7	10	10	11	10
Less often than once a month	33	34	35	27	26	28	29	34	32	32	33	29	30
Not at all in past 12 months	46	44	46	55	60	51	50	48	55	51	49	52	50
Total	100	100	99	100	100	100	101	100	100	100	99	101	100
Number of respondents	627	603	631	509	715	704	611	1,102	665	776	782	778	763

Frequency of serving	Family income			Family size			Usage Level				
	Lower	Middle	Upper	1 or 2	3 or 4	5 or more	Ham				
							Higher	Higher/ medium	Lower/ medium	Lower	Non-usage
2 or more times a week	1	1	x	1	x	1	5	-	x	x	-
About once a week	2	2	1	1	2	3	10	1	-	-	-
2 or 3 times a month	6	6	4	4	5	9	12	14	1	x	-
About once a month	10	12	9	7	12	13	14	15	18	2	-
Less often than once a month	28	31	33	26	35	34	21	30	38	45	-
Not at all in past 12 months	53	48	52	60	46	41	38	40	43	53	100
Total	100	100	99	99	100	101	100	100	100	100	100
Number of respondents	982	1,062	859	1,313	1,071	715	487	739	679	842	352

x Less than 1 percent.

Question 22: Is that (the brand of canned ham you usually buy) imported or not? (Asked only of homemakers who served canned ham during past 12 months)

Opinion about origin	U.S. total	Region				Community size						
		North-east	North Central	South	West	Metropolitan			Urban			Rural
						Total	City	Suburb	Total	City	Suburb	Total
	Percent											
Yes, imported	14	27	11	9	8	22	20	24	15	18	12	6
No, not imported	58	44	62	57	76	57	56	57	61	55	66	58
Don't know	26	28	25	34	15	21	23	18	23	25	21	35
No answer	1	1	2	1	1	1	x	1	1	1	1	2
Total	99	100	100	101	100	101	99	100	100	99	100	101
Number of respondents	1,584	425	509	385	265	550	303	247	492	213	279	542

Opinion about origin	Homemaker's age					Homemaker's education				Season			
	Under 30	30-39	40-49	50-59	60 and over	Grade school	Some high school	Completed high school	Any college	Winter	Spring	Summer	Fall
Yes, imported	12	16	14	18	11	13	12	14	17	15	14	14	13
No, not imported	54	56	62	59	60	49	61	57	64	54	56	61	63
Don't know	33	25	23	21	27	36	25	27	18	30	29	23	23
No answer	1	2	x	1	2	1	2	1	1	2	x	2	1
Total	100	99	99	99	100	99	100	99	100	101	99	100	100
Number of respondents	318	365	360	270	265	287	322	613	357	386	403	411	384

Opinion about origin	Family income			Family Size		
	Lower	Middle	Upper	1 or 2	3 or 4	5 or more
Yes, imported	9	13	19	14	15	13
No, not imported	54	59	62	60	58	58
Don't know	35	27	18	24	27	28
No answer	2	1	1	2	1	1
Total	100	100	100	100	101	100
Number of respondents	379	591	519	548	610	426

x Less than 1 percent.

Question 23: Which phrase shows how often, on the average, such (fresh) pork was served in your home during the past 12 months?

Frequency of serving	U.S. total	Region				Community size						
		North-east	North Central	South	West	Metropolitan			Urban			Rural
						Total	City	Suburb	Total	City	Suburb	Total
	Percent											
2 or more times a week	10	8	14	8	7	9	10	7	10	11	8	10
About once a week	24	26	24	25	20	23	22	23	27	26	29	23
2 or 3 times a month	28	27	28	26	32	27	25	30	29	26	31	28
About once a month	14	14	12	15	14	14	14	14	13	12	14	14
Less often than once a month	16	16	13	17	20	17	17	18	13	16	11	17
Not at all in past 12 months	9	10	9	9	8	11	12	9	8	9	7	9
Total	101	101	100	100	101	101	100	101	100	100	100	101
Number of respondents	3,099	874	909	849	467	1,075	648	427	939	464	475	1,085

Frequency of serving	Homemaker's age					Homemaker's education				Season			
	Under 30	30-39	40-49	50-59	60 and over	Grade school	Some high school	Completed high school	Any college	Winter	Spring	Summer	Fall
2 or more times a week	12	10	8	9	8	13	12	8	7	9	10	9	10
About once a week	33	29	26	20	13	21	26	27	20	25	25	22	24
2 or 3 times a month	29	31	29	24	25	23	26	30	30	26	25	28	31
About once a month	12	12	13	18	14	13	14	14	13	13	15	12	14
Less often than once a month	10	13	17	17	22	16	15	14	20	17	15	17	14
Not at all in past 12 months	4	4	7	11	19	14	8	6	9	9	9	11	7
Total	100	99	100	99	101	100	101	99	99	99	99	99	100
Number of respondents	627	603	631	509	715	704	611	1,102	665	776	782	778	763

Frequency of serving	Family income			Family size		
	Lower	Middle	Upper	1 or 2	3 or 4	5 or more
2 or more times a week	11	9	7	8	9	12
About once a week	18	28	26	18	29	28
2 or 3 times a month	25	29	31	25	30	30
About once a month	15	12	14	15	13	11
Less often than once a month	18	15	15	19	14	13
Not at all in past 12 months	13	7	7	14	5	5
Total	100	100	100	99	100	99
Number of respondents	982	1,062	859	1,313	1,071	715

Question 24: Why do you suppose pork is not served in your home? (Asked only of homemakers who served no pork in past 12 months)

Question 25: Why do you suppose pork is not served more often in your home? (Asked only of homemakers who served pork once a month or less often in past 12 months)

	Nonusers (Question 24)	Infrequent users (Question 25)
	Percent	
Health reasons	60	44
Doctor's orders	16	7
Hard to digest	16	13
Specific condition prohibits usage	14	10
Not good for health (unspecified)	8	6
High in cholesterol	4	3
Danger of trichinosis	2	2
Other health reasons	7	7
Preference	20	26
Don't like it (unspecified)	10	9
Prefer other meat	7	15
Don't like flavor, taste	4	3
Religious reasons	15	1
Greasy, fatty	12	13
Too expensive, can't afford it	6	18
Too fattening, rich	5	7
Cooking or menu problems	4	9
Seldom eat, cook at home	4	3
Not safe; not safe in warm weather	3	5
Lack of availability	2	4
Too much fat, bone, other waste	2	5
Other	3	8
Don't know, no answer	x	2
Total	136	145
Number of respondents	282	917

x Less than 1 percent.

Question 26: Which phrase on this card shows how often, on the average, you serve a pork roast?

Frequency of serving	U.S. total	Region				Community size						
		North-east	North Central	South	West	Metropolitan			Urban			Rural
						Total	City	Suburb	Total	City	Suburb	Total
	Percent											
2 or more times a week	x	1	1	x	-	1	1	-	x	x	1	x
About once a week	3	3	6	3	1	3	3	2	4	3	5	4
2 or 3 times a month	9	11	11	6	6	9	9	10	9	8	11	9
About once a month	17	21	19	12	13	18	17	19	17	16	19	15
Less often than once a month	31	31	30	30	38	28	25	33	34	34	34	33
Not at all in past 12 months	39	33	34	49	42	42	45	37	35	39	31	39
Total	99	100	101	100	100	101	100	101	99	100	101	100
Number of respondents	3,099	874	909	849	467	1,075	648	427	939	464	475	1,085

Frequency of serving	Homemaker's age					Homemaker's education				Season			
	Under 30	30-39	40-49	50-59	60 and over	Grade school	Some high school	Completed high school	Any college	Winter	Spring	Summer	Fall
2 or more times a week	x	x	x	1	x	1	x	x	x	x	x	x	1
About once a week	4	5	3	3	2	4	5	3	3	3	3	4	4
2 or 3 times a month	9	12	10	8	7	8	9	10	9	9	10	9	9
About once a month	17	19	19	18	11	13	16	21	15	16	17	16	17
Less often than once a month	30	31	37	34	27	27	32	32	35	31	31	31	33
Not at all in past 12 months	40	33	30	37	52	48	39	34	38	41	38	40	37
Total	100	100	99	101	99	101	101	100	100	100	99	100	101
Number of respondents	627	603	631	509	715	704	611	1,102	665	776	782	778	763

Frequency of serving	Family income			Family size			Usage Level			
	Lower	Middle	Upper	1 or 2	3 or 4	5 or more	Fresh Pork			
							Higher	Medium	Lower	Non-usage
2 or more times a week	x	1	x	x	1	x	1	x	-	-
About once a week	3	4	3	2	3	6	9	1	x	-
2 or 3 times a month	8	10	9	7	10	12	18	10	1	-
About once a month	13	19	19	12	21	19	24	23	8	-
Less often than once a month	27	32	37	30	33	32	26	37	41	-
Not at all in past 12 months	48	35	33	49	32	31	21	29	49	100
Total	99	101	101	100	100	100	99	100	99	100
Number of respondents	982	1,062	859	1,313	1,071	715	1,040	860	917	282

x Less than 1 percent.

Question 26: (Which phrase on this card shows how often, on the average, you serve) pork chops?

Frequency of serving	U.S. total	Region				Community size						
		North-east	North Central	South	West	Metropolitan			Urban			Rural
						Total	City	Suburb	Total	City	Suburb	Total
	Percent											
2 or more times a week	4	5	5	4	3	5	6	3	5	6	4	4
About once a week	22	23	23	24	16	22	22	22	25	24	26	20
2 or 3 times a month	26	26	28	22	29	25	22	29	28	27	30	25
About once a month	16	15	15	16	18	15	16	14	14	13	16	17
Less often than once a month	17	15	17	18	19	16	15	19	16	18	14	19
Not at all in past 12 months	15	15	13	16	15	17	19	14	12	13	10	15
Total	100	99	101	100	100	100	100	101	100	101	100	100
Number of respondents	3,099	874	909	849	467	1,075	648	427	939	464	475	1,085

Frequency of serving	Homemaker's age					Homemaker's education				Season			
	Under 30	30-39	40-49	50-59	60 and over	Grade school	Some high school	Completed high school	Any college	Winter	Spring	Summer	Fall
2 or more times a week	6	4	3	5	4	6	7	3	2	5	4	4	5
About once a week	35	26	22	18	12	18	27	24	19	23	24	20	22
2 or 3 times a month	27	31	29	23	21	19	24	30	28	27	23	27	27
About once a month	13	15	17	19	14	16	14	16	16	15	16	14	17
Less often than once a month	11	16	18	19	21	18	16	15	21	17	17	19	15
Not at all in past 12 months	7	8	11	16	28	22	12	11	14	13	15	16	14
Total	99	100	100	100	100	99	100	99	100	100	99	100	100
Number of respondents	627	603	631	509	715	704	611	1,102	665	776	782	778	763

Frequency of serving	Family income			Family size			Usage Level			
	Lower	Middle	Upper	1 or 2	3 or 4	5 or more	Fresh Pork			
							Higher	Medium	Lower	Non-usage
2 or more times a week	5	4	3	5	3	5	12	1	x	-
About once a week	17	26	23	16	29	25	57	9	3	-
2 or 3 times a month	22	28	29	23	28	29	21	63	5	-
About once a month	16	14	17	15	16	16	6	19	28	-
Less often than once a month	19	17	16	19	15	16	3	6	49	-
Not at all in past 12 months	21	10	11	23	8	9	2	2	15	100
Total	100	99	99	101	99	100	101	100	100	100
Number of respondents	982	1,062	859	1,313	1,071	715	1,040	860	917	282

x Less than 1 percent.

Question 26: (Which phrase on this card shows how often, on the average, you serve) spareribs?

Frequency of serving	U.S. total	Region				Community size						
		North-east	North Central	South	West	Metropolitan			Urban			Rural
						Total	City	Suburb	Total	City	Suburb	Total
	Percent											
2 or more times a week	x	1	x	x	x	1	1	x	x	x	x	x
About once a week	3	3	3	4	2	3	4	2	4	5	3	2
2 or 3 times a month	10	10	9	10	11	11	11	11	10	10	9	9
About once a month	15	12	17	15	16	15	16	14	13	13	14	16
Less often than once a month	32	28	35	33	33	30	28	32	33	31	35	33
Not at all in past 12 months	40	47	35	39	38	40	39	40	40	42	38	40
Total	100	101	99	101	100	100	99	99	100	101	99	100
Number of respondents	3,099	874	909	849	467	1,075	648	427	939	464	475	1,085

Frequency of serving	Homemaker's age					Homemaker's education				Season			
	Under 30	30-39	40-49	50-59	60 and over	Grade school	Some high school	Completed high school	Any college	Winter	Spring	Summer	Fall
2 or more times a week	1	x	x	1	x	1	1	x	x	1	1	x	1
About once a week	4	5	2	1	2	4	3	3	1	3	3	3	3
2 or 3 times a month	12	12	11	9	6	10	10	10	9	10	9	11	9
About once a month	19	17	14	15	10	14	15	15	15	13	17	12	17
Less often than once a month	29	35	37	33	26	28	32	35	32	34	30	32	32
Not at all in past 12 months	36	30	35	40	55	43	39	37	42	38	41	42	38
Total	101	99	99	99	99	100	100	100	99	99	101	100	100
Number of respondents	627	603	631	509	715	704	611	1,102	665	776	782	778	763

Frequency of serving	Family income			Family size			Usage Level			
							Fresh Pork			
	Lower	Middle	Upper	1 or 2	3 or 4	5 or more	Higher	Medium	Lower	Non-usage
2 or more times a week	1	1	x	x	1	x	1	x	-	-
About once a week	4	3	1	2	3	4	7	2	x	-
2 or 3 times a month	10	9	10	8	12	10	17	13	2	-
About once a month	13	15	17	12	18	16	21	19	9	-
Less often than once a month	27	32	37	27	33	40	31	34	41	-
Not at all in past 12 months	46	39	34	51	34	29	23	33	47	100
Total	101	99	99	100	101	99	100	101	99	100
Number of respondents	982	1,062	859	1,313	1,071	715	1,040	860	917	282

x Less than 1 percent.

Question 28: Which of these describe your opinions about beef?

Characteristics of beef	U.S. total	Region				Community size						
		North-east	North Central	South	West	Metropolitan			Urban			Rural
						Total	City	Suburb	Total	City	Suburb	Total
	Percent											
Easy to digest	72	70	71	76	68	72	73	70	72	75	69	72
Hard to digest	3	2	2	4	1	2	2	2	2	3	1	3
Sure of good quality	47	44	50	49	45	47	49	44	50	53	47	45
Not sure of good quality	7	5	7	10	6	6	7	4	6	6	5	9
Keeps well before cooking	50	47	52	51	47	50	52	48	49	52	46	49
Does not keep well before cooking	4	3	5	5	6	5	4	5	4	4	4	5
Don't get tired of	67	68	66	65	73	67	64	71	68	65	71	68
Get tired of	10	8	9	13	7	9	11	7	9	11	8	10
High in cholesterol	7	6	5	9	6	8	10	6	6	8	4	6
Low in cholesterol	21	17	24	24	21	21	21	20	20	19	21	24
Good to eat cold	48	47	55	38	54	48	45	53	48	47	49	49
Not good to eat cold	15	12	12	24	8	14	14	14	14	18	9	16
Many different ways to cook	71	70	74	67	77	72	67	78	70	70	71	72
Not many different ways to cook	3	2	3	4	3	3	4	2	3	3	3	3
High in protein	54	49	55	55	64	58	59	57	53	53	54	52
Low in protein	1	1	1	2	1	1	1	1	1	1	1	1
Not too much waste	61	57	65	61	61	61	58	65	62	61	64	60
Too much waste	5	4	4	7	4	5	5	4	4	5	3	6
High in vitamins and minerals	40	37	38	46	41	45	47	41	36	38	35	39
Low in vitamins and minerals	2	2	2	1	2	1	2	1	2	3	1	2
Tasty	78	78	76	78	81	81	80	82	80	79	81	73
Not tasty	1	1	1	1	x	x	x	x	1	1	x	1
Always safe to eat	51	51	50	51	49	52	55	49	50	56	45	49
Not always safe to eat	4	3	4	4	5	4	4	3	2	2	2	5
Good for people who are watching their weight	53	46	57	55	54	53	54	52	50	52	48	55
Not good for people who are watching their weight	1	2	1	2	x	2	2	2	1	2	x	1
Healthful to eat	70	66	71	70	78	72	74	70	69	70	67	70
Not healthful to eat	x	x	x	1	x	x	x	x	x	1	-	x
None of these, don't know	1	1	2	1	1	1	2	1	1	1	2	1
Total favorable responses	783	747	804	786	813	799	798	800	777	790	768	777
Total unfavorable responses	63	51	56	87	49	60	66	51	55	68	41	68
Number of repondents	3,099	874	909	849	467	1,075	648	427	939	464	475	1,085

x Less than 1 percent.

Question 28: Which of these describe your opinions about beef?--Continued

Characteristics of beef	Homemaker's age					Homemaker's education				Season			
	Under 30	30-39	40-49	50-59	60 and over	Grade school	Some high school	Completed high school	Any college	Winter	Spring	Summer	Fall
	Percent												
Easy to digest	67	70	72	73	77	70	71	71	75	70	68	76	73
Hard to digest	2	2	3	2	3	5	4	1	1	2	3	2	3
Sure of good quality	44	49	46	47	49	44	50	46	51	43	44	51	51
Not sure of good quality	10	7	5	6	8	6	6	8	8	6	8	6	8
Keeps well before cooking	50	50	48	49	49	47	49	49	54	46	49	52	51
Does not keep well before cooking	6	4	4	4	4	5	5	3	6	5	4	4	5
Don't get tired of	68	68	71	69	62	56	66	70	76	66	66	71	66
Get tired of	10	10	6	9	13	15	11	7	7	9	10	10	10
High in cholesterol	6	8	7	6	5	7	7	6	6	5	6	7	7
Low in cholesterol	15	19	23	26	25	14	20	21	32	18	18	24	25
Good to eat cold	41	49	52	50	49	41	48	49	55	45	48	52	48
Not good to eat cold	19	13	12	14	16	17	16	14	12	16	15	13	15
Many different ways to cook	71	75	75	74	64	64	71	72	78	69	73	74	70
Not many different ways to cook	4	3	2	2	5	3	4	2	3	3	3	3	3
High in protein	51	56	55	57	53	41	48	57	71	53	52	55	58
Low in protein	1	x	1	2	2	2	x	1	1	1	1	1	1
Not too much waste	62	63	62	60	59	56	60	63	65	62	58	62	62
Too much waste	5	4	3	6	6	5	5	5	5	4	5	6	4
High in vitamins and minerals	39	39	40	44	39	32	41	39	50	35	38	46	41
Low in vitamins and minerals	2	2	1	2	1	1	1	2	2	2	2	2	1
Tasty	78	80	77	75	77	73	73	80	83	77	77	78	79
Not tasty	x	1	1	1	1	2	1	1	x	1	1	1	1
Always safe to eat	46	50	50	55	52	49	51	52	50	47	51	53	51
Not always safe to eat	5	3	3	3	4	3	4	3	5	3	4	3	5
Good for people who are watching their weight	45	52	55	59	54	43	51	55	62	50	52	57	52
Not good for people who are watching their weight	2	2	1	2	1	2	2	1	2	1	2	1	1
Healthful to eat	69	74	71	71	69	64	68	71	79	68	69	72	73
Not healthful to eat	-	-	x	x	1	1	x	-	-	x	x	-	x
None of these, don't know	1	x	1	2	2	3	1	x	x	1	2	1	1
Total favorable responses	746	794	797	809	778	694	767	795	881	749	763	823	800
Total unfavorable responses	72	59	49	59	70	74	66	54	58	58	64	59	64
Number of respondents	627	603	631	509	715	704	611	1,102	665	776	782	778	763

x Less than 1 percent.

Question 28: Which of these describe your opinions about beef?--Continued

Characteristics of beef	Family income			Family size			Usage Level	
	Lower	Middle	Upper	1 or 2	3 or 4	5 or more	Beef	
							Higher	Lower
	Percent							
Easy to digest	73	71	72	74	71	68	73	63
Hard to digest	3	2	2	3	2	3	2	5
Sure of good quality	45	46	52	47	47	47	49	37
Not sure of good quality	8	8	5	7	8	6	7	10
Keeps well before cooking	46	53	51	48	51	49	52	39
Does not keep well before cooking	6	4	4	5	4	5	4	7
Don't get tired of	60	70	73	65	71	66	70	50
Get tired of	13	9	7	11	8	10	9	16
High in cholesterol	7	7	6	7	6	7	6	8
Low in cholesterol	18	22	25	24	19	20	23	14
Good to eat cold	43	49	54	48	49	46	50	37
Not good to eat cold	18	14	12	14	15	16	14	18
Many different ways to cook	65	74	77	67	75	74	74	59
Not many different ways to cook	4	3	2	4	3	3	3	6
High in protein	45	57	64	56	53	55	57	42
Low in protein	2	1	1	2	1	1	1	1
Not too much waste	57	62	66	60	63	60	63	51
Too much waste	6	5	3	5	5	4	4	8
High in vitamins and minerals	35	42	44	40	39	41	42	32
Low in vitamins and minerals	2	1	2	2	2	1	2	1
Tasty	72	79	84	78	78	77	80	67
Not tasty	2	x	x	1	1	1	1	2
Always safe to eat	47	53	54	50	52	48	52	42
Not always safe to eat	5	3	2	5	2	3	3	6
Good for people who are watching their weight	46	56	59	56	52	48	55	40
Not good for people who are watching their weight	1	2	2	1	2	2	1	2
Healthful to eat	66	72	75	70	71	71	72	64
Not healthful to eat	1	x	-	x	x	x	x	1
None of these, don't know	2	1	x	2	1	1	1	2
Total favorable responses	718	806	850	783	791	770	812	637
Total unfavorable responses	78	59	48	67	59	62	57	91
Number of respondents	982	1,062	859	1,313	1,071	715	2,671	410

x Less than 1 percent.

Question 29: Which of these describe your opinions about ham (or picnics)?

Characteristics of ham (or picnics)	U.S. total	Region				Community size						
		Northeast	North Central	South	West	Metropolitan			Urban			Rural
						Total	City	Suburb	Total	City	Suburb	Total
	Percent											
Easy to digest	31	28	33	33	27	30	32	27	33	38	29	30
Hard to digest	22	19	22	27	22	20	21	19	21	22	20	26
Sure of good quality	32	27	31	37	31	33	35	30	32	35	29	31
Not sure of good quality	12	9	14	12	14	12	12	11	10	11	9	14
Keeps well before cooking	44	36	44	51	48	41	43	37	46	48	44	46
Does not keep well before cooking	8	8	9	6	8	9	8	10	6	6	5	8
Don't get tired of	28	23	29	32	26	22	21	24	27	27	28	33
Get tired of	30	27	30	32	33	31	31	32	31	33	28	29
High in cholesterol	23	20	24	25	24	23	25	20	21	23	19	25
Low in cholesterol	3	2	3	4	4	3	5	1	4	3	4	3
Good to eat cold	65	58	68	65	70	61	60	62	68	66	70	66
Not good to eat cold	5	3	5	8	3	4	4	4	4	5	2	7
Many different ways to cook	29	25	33	28	30	26	23	31	28	29	27	32
Not many different ways to cook	20	19	19	23	19	20	23	16	19	21	17	21
High in protein	27	19	28	32	28	25	29	19	26	26	25	30
Low in protein	5	5	4	6	4	6	6	7	4	6	3	4
Not too much waste	36	31	37	34	46	35	34	35	36	35	37	36
Too much waste	21	18	25	23	17	19	17	22	20	22	19	24
High in vitamins and minerals	23	16	22	30	21	21	24	15	21	22	21	26
Low in vitamins and minerals	4	4	5	4	3	5	6	4	3	4	1	4
Tasty	63	59	62	65	72	61	63	59	64	64	64	64
Not tasty	3	4	3	2	3	4	4	4	2	3	1	2
Always safe to eat	28	23	31	32	26	25	26	24	29	31	28	30
Not always safe to eat	16	15	15	18	20	19	19	18	15	19	11	16
Good for people who are watching their weight	8	6	8	14	5	7	9	4	7	10	5	11
Not good for people who are watching their weight	31	27	35	29	35	29	29	29	32	34	31	33
Healthful to eat	34	30	34	38	36	33	34	32	33	35	32	36
Not healthful to eat	10	9	10	12	9	11	12	10	8	13	4	11
None of these, don't know	6	7	5	6	4	7	7	7	4	5	4	5
Total favorable responses	451	383	463	495	470	423	438	400	454	469	443	474
Total unfavorable responses	210	187	220	227	214	212	217	206	196	222	170	224
Number of respondents	3,099	874	909	849	467	1,075	648	427	939	464	475	1,085

Question 29: Which of these describe your opinions about ham (or picnics)?--Continued

Characteristics of ham (or picnics)	Homemaker's age					Homemaker's education				Season			
	Under 30	30-39	40-49	50-59	60 and over	Grade school	Some high school	Completed high school	Any college	Winter	Spring	Summer	Fall
	Percent												
Easy to digest	37	34	31	28	25	26	34	31	34	30	30	34	30
Hard to digest	13	18	22	26	32	27	20	20	22	22	19	24	25
Sure of good quality	30	32	33	32	32	27	33	31	37	30	28	35	35
Not sure of good quality	15	14	10	12	9	9	13	13	15	12	11	13	13
Keeps well before cooking	46	46	44	42	42	37	46	43	53	44	43	43	46
Does not keep well before cooking	6	6	9	9	8	8	7	8	7	7	7	9	7
Don't get tired of	30	28	28	28	25	24	32	28	26	28	25	28	30
Get tired of	30	29	31	30	30	29	27	30	35	28	32	30	31
High in cholesterol	15	21	25	29	27	17	21	22	34	20	19	25	28
Low in cholesterol	4	3	3	4	3	3	3	4	4	3	3	4	3
Good to eat cold	66	70	68	64	57	53	68	67	72	64	64	66	66
Not good to eat cold	4	4	4	6	7	9	5	3	4	6	5	5	4
Many different ways to cook	25	28	31	34	27	26	29	28	33	30	28	27	30
Not many different ways to cook	25	22	18	17	19	16	20	21	23	17	20	24	20
High in protein	27	28	26	29	24	21	23	26	38	24	23	30	30
Low in protein	3	4	6	6	5	4	6	5	5	4	4	6	6
Not too much waste	36	38	38	37	30	30	33	38	41	36	33	37	36
Too much waste	21	23	18	23	22	19	23	21	23	22	19	22	23
High in vitamins and minerals	23	23	21	26	20	17	21	22	31	20	20	26	24
Low in vitamins and minerals	3	3	5	5	4	4	4	4	4	3	3	5	6
Tasty	63	67	63	65	61	57	65	65	68	65	61	62	66
Not tasty	4	2	3	3	2	3	3	3	3	3	3	2	3
Always safe to eat	26	27	29	31	29	26	30	27	29	24	27	30	31
Not always safe to eat	19	18	14	16	16	14	17	16	19	16	16	19	15
Good for people who are watching their weight	10	8	9	8	7	7	8	9	9	7	6	12	8
Not good for people who are watching their weight	27	30	33	35	32	25	31	31	38	29	30	32	34
Healthful to eat	39	37	36	31	28	27	33	35	42	33	32	33	38
Not healthful to eat	5	9	10	12	16	14	11	8	10	7	10	12	11
None of these, don't know	6	3	4	3	10	10	3	5	4	6	7	5	4
Total favorable responses	462	469	460	459	410	381	458	454	517	438	423	467	473
Total unfavorable responses	190	203	208	229	229	198	208	205	242	196	198	228	226
Number of respondents	627	603	631	509	715	704	611	1,102	665	776	782	778	763

Question 29: Which of these describe your opinions about ham (or picnics)?--Continued

Characteristics of ham (or picnics)	Family income			Family size			Usage level				
							Ham				
	Lower	Middle	Upper	1 or 2	3 or 4	5 or more	Higher	Higher/ medium	Lower/ medium	Lower	Non-usage
	Percent										
Easy to digest	28	33	33	29	33	33	36	38	32	27	17
Hard to digest	27	21	20	26	20	18	18	20	22	26	24
Sure of good quality	30	33	34	31	33	30	37	40	31	29	16
Not sure of good quality	10	14	14	12	13	12	10	10	15	14	10
Keeps well before cooking	42	46	47	42	46	46	50	53	44	42	23
Does not keep well before cooking	6	8	9	8	7	7	6	7	9	9	6
Don't get tired of	28	29	28	24	31	29	41	37	25	21	9
Get tired of	27	31	35	32	29	28	20	26	36	38	23
High in cholesterol	20	24	26	27	21	19	25	23	25	23	15
Low in cholesterol	3	3	4	3	4	3	3	5	3	2	2
Good to eat cold	57	68	71	61	69	66	68	72	68	66	38
Not good to eat cold	8	4	3	6	4	5	6	4	5	5	6
Many different ways to cook	26	29	32	28	31	27	38	34	29	24	14
Not many different ways to cook	19	22	21	20	22	19	16	20	23	23	14
High in protein	23	30	29	26	28	27	33	32	27	25	13
Low in protein	4	6	5	6	4	4	5	5	6	5	3
Not too much waste	32	37	40	33	37	37	43	39	36	33	21
Too much waste	20	23	22	21	22	20	15	22	24	25	14
High in vitamins and minerals	20	24	25	22	24	22	25	28	24	21	11
Low in vitamins and minerals	4	5	4	5	4	3	5	3	5	4	3
Tasty	60	66	65	62	65	63	70	75	63	63	32
Not Tasty	3	3	3	4	3	2	1	1	3	3	9
Always safe to eat	28	29	29	29	29	26	32	33	28	28	15
Not always safe to eat	16	17	17	17	16	16	12	16	19	16	19
Good for people who are watching their weight	9	9	7	8	9	8	11	10	9	6	7
Not good for people who are watching their weight	28	33	36	33	31	28	32	33	32	32	22
Healthful to eat	30	37	39	31	37	35	41	39	35	31	19
Not healthful to eat	14	9	8	14	9	7	7	7	10	12	17
None of these, don't know	8	3	4	6	4	3	2	2	2	3	30
Total favorable responses	416	473	483	429	476	452	528	535	454	418	237
Total unfavorable responses	206	220	223	231	205	188	178	197	234	235	185
Number of respondents	982	1,062	859	1,313	1,071	715	487	739	679	842	352

Question 30: Which of these describe your opinions about pork?

Characteristics of pork	U.S. total	Region				Community size						
		Northeast	North Central	South	West	Metropolitan			Urban			Rural
						Total	City	Suburb	Total	City	Suburb	Total
	Percent											
Easy to digest	18	15	19	20	17	18	20	15	19	19	19	17
Hard to digest	45	46	44	48	39	44	43	44	42	44	39	48
Sure of good quality	25	21	26	29	21	25	25	23	24	27	20	25
Not sure of good quality	19	18	20	19	20	19	19	19	19	20	17	20
Keeps well before cooking	18	15	20	22	13	16	16	17	16	22	11	21
Does not keep well before cooking	31	28	31	30	36	29	30	27	32	30	34	32
Don't get tired of	26	24	28	27	26	25	26	24	27	29	25	27
Get tired of	26	22	27	30	25	24	25	22	25	28	22	30
High in cholesterol	30	28	30	32	31	31	32	29	27	26	28	32
Low in cholesterol	2	2	3	2	3	3	4	1	2	3	2	2
Good to eat cold	22	20	26	18	22	20	18	24	22	21	23	23
Not good to eat cold	31	28	30	37	32	31	32	31	30	35	26	32
Many different ways to cook	27	22	30	29	30	27	25	29	27	29	25	28
Not many different ways to cook	20	20	21	20	18	20	22	16	19	21	16	22
High in protein	25	21	26	28	27	24	26	21	24	24	24	27
Low in protein	5	5	5	7	4	6	7	6	5	7	3	5
Not too much waste	20	15	20	24	22	19	18	19	20	22	17	22
Too much waste	31	31	31	29	31	31	29	35	27	27	28	33
High in vitamins and minerals	21	17	20	26	20	20	24	14	20	22	18	22
Low in vitamins and minerals	5	6	5	6	4	7	8	5	3	5	1	6
Tasty	59	55	58	61	64	60	60	60	58	62	55	59
Not tasty	4	4	5	3	3	4	4	3	4	4	3	4
Always safe to eat	14	10	16	17	11	12	13	11	14	16	12	15
Not always safe to eat	38	41	35	37	43	40	41	38	38	40	37	36
Good for people who are watching their weight	4	3	4	5	3	4	5	3	4	5	3	5
Not good for people who are watching their weight	42	36	46	42	43	40	42	37	39	42	37	45
Healthful to eat	27	23	28	27	31	27	28	27	27	29	26	26
Not healthful to eat	18	18	15	24	16	18	20	16	15	20	9	21
None of these, don't know	5	6	6	5	4	6	5	8	6	6	5	4
Total favorable responses	308	263	324	335	310	300	308	288	304	330	280	319
Total unfavorable responses	345	331	345	364	345	344	354	328	325	349	300	366
Number of respondents	3,099	874	909	849	467	1,075	648	427	939	464	475	1,085

Question 30: Which of these describe your opinions about pork?--Continued

Characteristics of pork	Homemaker's age					Homemaker's education				Season			
	Under 30	30-39	40-49	50-59	60 and over	Grade school	Some high school	Completed high school	Any college	Winter	Spring	Summer	Fall
	Percent												
Easy to digest	24	20	17	13	14	16	18	17	20	16	18	19	19
Hard to digest	34	39	47	51	52	46	47	43	44	44	42	48	44
Sure of good quality	22	25	27	24	25	23	26	24	27	22	21	26	29
Not sure of good quality	23	21	16	19	16	14	19	20	22	19	18	21	18
Keeps well before cooking	20	18	16	16	19	18	19	16	20	16	17	18	21
Does not keep well before cooking	28	30	35	32	29	27	31	31	34	32	29	34	28
Don't get tired of	33	26	27	26	20	26	25	27	26	26	23	28	29
Get tired of	25	25	25	28	29	26	29	24	29	24	30	25	26
High in cholesterol	22	29	33	36	32	22	28	29	42	25	27	33	36
Low in cholesterol	3	2	2	2	2	2	2	3	2	2	3	2	2
Good to eat cold	13	20	24	27	24	20	22	22	22	21	22	21	22
Not good to eat cold	43	33	27	27	26	29	31	30	36	31	29	32	34
Many different ways to cook	25	30	28	33	22	27	27	25	31	28	24	27	30
Not many different ways to cook	25	20	17	17	20	15	20	21	23	19	20	21	20
High in protein	26	27	24	28	22	18	24	25	35	22	23	27	28
Low in protein	4	5	6	7	5	5	6	5	6	3	4	7	7
Not too much waste	25	21	17	19	17	20	22	19	20	20	18	19	22
Too much waste	26	32	32	33	30	27	31	31	34	29	30	34	30
High in vitamins and minerals	22	20	20	24	18	16	20	20	29	18	19	23	24
Low in vitamins and minerals	5	4	5	6	6	6	6	5	5	4	4	6	7
Tasty	62	64	58	59	53	56	61	59	61	59	57	56	64
Not tasty	4	4	5	3	3	4	3	3	5	4	4	5	3
Always safe to eat	11	14	14	13	16	14	15	13	13	13	12	13	18
Not always safe to eat	42	42	37	37	34	33	39	39	43	35	40	40	37
Good for people who are watching their weight	5	4	5	3	3	5	4	4	4	4	3	6	4
Not good for people who are watching their weight	38	41	40	47	42	35	42	41	50	37	40	43	47
Healthful to eat	32	30	27	23	22	22	25	26	34	25	27	25	31
Not healthful to eat	12	14	16	22	26	22	21	16	16	18	17	20	18
None of these, don't know	4	3	6	4	9	7	3	5	6	5	8	6	3
Total favorable responses	323	321	306	310	277	283	310	300	344	292	287	310	343
Total unfavorable responses	331	339	341	365	350	311	353	338	389	324	334	369	355
Number of respondents	627	603	631	509	715	704	611	1,102	665	776	782	778	763

Question 30: Which of these describe your opinions about pork?--Continued

Characteristics of pork	Family income			Family size			Usage level			
							Fresh pork			
	Lower	Middle	Upper	1 or 2	3 or 4	5 or more	Higher	Medium	Lower	Non-Usage
	Percent									
Easy to digest	16	19	19	17	18	19	23	21	13	5
Hard to digest	48	44	45	47	44	41	37	43	55	47
Sure of good quality	24	24	26	24	25	25	27	29	22	10
Not sure of good quality	16	21	21	18	21	18	16	20	21	17
Keeps well before cooking	20	18	17	17	18	19	22	19	15	9
Does not keep well before cooking	26	33	35	31	31	29	29	35	33	20
Don't get tired of	26	27	26	22	30	29	38	29	16	7
Get tired of	25	29	27	28	26	24	21	28	33	20
High in cholesterol	26	32	35	34	27	27	28	31	34	24
Low in cholesterol	2	2	3	2	3	2	2	3	2	2
Good to eat cold	21	22	23	23	20	20	25	23	20	10
Not good to eat cold	30	34	32	28	35	32	32	35	32	19
Many different ways to cook	27	27	29	26	27	28	34	30	22	11
Not many different ways to cook	19	23	20	19	22	18	17	25	21	14
High in protein	21	28	28	25	23	28	28	28	22	14
Low in protein	5	5	5	5	6	4	5	5	5	7
Not too much waste	20	21	20	18	21	22	26	23	15	6
Too much waste	27	32	34	30	32	30	27	32	36	23
High in vitamins and minerals	19	22	24	20	21	21	22	23	19	12
Low in vitamins and minerals	5	6	5	5	6	4	5	6	5	5
Tasty	57	62	60	56	60	63	69	67	51	26
Not Tasty	3	5	3	3	5	3	2	3	7	6
Always safe to eat	15	14	14	14	13	14	16	16	12	4
Not always safe to eat	35	40	41	37	41	37	37	40	40	31
Good for people who are watching their weight	5	5	3	4	4	5	5	5	3	2
Not good for people who are watching their weight	38	44	46	43	42	38	39	44	45	32
Healthful to eat	24	28	32	24	28	30	33	31	22	9
Not healthful to eat	24	18	13	22	18	12	12	16	24	30
None of these, don't know	7	3	4	6	5	4	2	2	4	32
Total favorable responses	297	319	324	292	311	325	370	347	254	127
Total unfavorable responses	327	366	362	350	356	317	307	363	391	295
Number of respondents	982	1,062	859	1,313	1,071	715	1,040	860	917	282

Question 31: Which describe your opinions about chicken?

Characteristics of chicken	U.S. total	Region				Community size						
		North-east	North Central	South	West	Metropolitan			Urban			Rural
						Total	City	Suburb	Total	City	Suburb	Total
	Percent											
Easy to digest	71	74	68	73	66	73	72	73	71	74	68	69
Hard to digest	2	1	2	2	3	2	2	2	1	1	1	2
Sure of good quality	41	39	41	47	36	41	44	37	41	47	35	42
Not sure of good quality	10	7	12	8	14	9	8	11	9	7	11	11
Keeps well before cooking	29	29	27	37	21	30	33	25	28	33	23	30
Does not keep well before cooking	23	16	27	19	32	20	20	21	24	21	27	24
Don't get tired of	52	52	50	54	51	51	49	54	53	54	52	52
Get tired of	20	15	22	22	21	18	19	15	18	18	18	23
High in cholesterol	4	3	5	6	3	4	6	2	4	5	3	5
Low in cholesterol	21	20	19	23	21	22	25	18	18	21	16	21
Good to eat cold	65	69	66	52	79	67	62	74	67	64	70	62
Not good to eat cold	8	5	8	16	3	6	7	4	7	10	4	12
Many different ways to cook	66	67	61	69	69	67	66	69	65	67	63	65
Not many different ways to cook	5	3	7	4	5	4	4	4	5	4	6	6
High in protein	31	27	32	34	33	32	34	29	30	33	27	32
Low in protein	5	5	4	6	5	5	6	4	5	6	4	4
Not too much waste	50	48	49	56	47	49	45	55	52	54	50	50
Too much waste	10	11	12	7	9	11	11	11	7	6	9	11
High in vitamins and minerals	25	22	22	33	25	25	29	19	24	27	21	27
Low in vitamins and minerals	4	4	5	3	3	5	6	4	3	4	3	4
Tasty	74	73	71	75	82	76	77	75	75	77	73	72
Not tasty	2	2	2	2	1	1	1	1	1	2	1	2
Always safe to eat	37	42	33	41	31	40	42	36	40	46	34	33
Not always safe to eat	12	7	16	10	18	11	11	10	10	9	12	14
Good for people who are watching their weight	45	45	44	47	44	49	48	50	42	45	39	44
Not good for people who are watching their weight	3	2	5	4	4	2	3	2	3	4	3	5
Healthful to eat	56	55	52	60	60	59	60	59	55	60	51	54
Not healthful to eat	x	x	x	x	1	1	1	x	x	x	x	1
None of these, don't know	2	1	3	2	1	2	2	3	2	3	1	2
Total favorable responses	663	662	635	701	665	681	686	673	661	702	622	653
Total unfavorable responses	108	81	127	109	122	99	105	91	97	97	102	124
Number of respondents	3,099	874	909	849	467	1,075	648	427	939	464	475	1,085

x Less than 1 percent.

Question 31: Which describe your opinions about chicken?--Continued

Characteristics of chicken	Homemaker's age					Homemaker's education				Season			
	Under 30	30-39	40-49	50-59	60 and over	Grade school	Some high school	Completed high school	Any college	Winter	Spring	Summer	Fall
	Percent												
Easy to digest	65	67	70	73	79	70	69	69	76	69	67	73	73
Hard to digest	2	2	1	1	2	2	1	2	1	1	2	2	2
Sure of good quality	40	43	40	40	43	42	42	40	43	38	38	46	44
Not sure of good quality	11	10	10	9	10	6	9	10	14	9	10	9	12
Keeps well before cooking	37	28	26	28	28	31	31	27	31	27	29	32	29
Does not keep well before cooking	19	23	24	24	23	16	22	24	29	22	21	24	24
Don't get tired of	53	52	53	50	51	52	52	52	52	52	50	54	52
Get tired of	21	18	17	20	21	16	20	20	23	19	18	20	21
High in cholesterol	5	4	4	3	5	4	5	4	5	4	3	4	7
Low in cholesterol	15	20	22	26	21	15	18	20	31	17	16	24	25
Good to eat cold	66	68	65	64	61	56	63	68	72	63	65	69	63
Not good to eat cold	10	7	7	5	11	12	8	7	6	9	7	7	10
Many different ways to cook	62	70	67	69	63	59	67	67	72	64	64	69	67
Not many different ways to cook	8	5	5	4	4	4	5	6	5	5	4	5	6
High in protein	33	33	31	33	28	22	31	32	41	29	28	34	35
Low in protein	3	3	5	7	6	7	5	4	5	4	4	5	7
Not too much waste	55	53	49	48	45	43	52	53	52	55	47	50	48
Too much waste	7	8	9	11	13	11	9	9	11	8	11	10	11
High in vitamins and minerals	27	26	23	27	24	20	26	24	33	22	23	28	28
Low in vitamins and minerals	3	3	5	6	3	4	3	4	5	3	3	6	4
Tasty	73	77	73	72	76	71	74	75	79	76	71	74	75
Not tasty	2	2	2	1	1	2	2	2	2	1	2	2	2
Always safe to eat	37	36	36	38	39	38	42	36	36	37	38	39	36
Not always safe to eat	13	10	13	11	11	9	10	11	17	9	12	12	14
Good for people who are watching their weight	38	46	49	49	45	38	44	46	53	44	42	48	47
Not good for people who are watching their weight	7	4	2	3	2	3	3	4	4	3	4	5	2
Healthful to eat	50	56	59	57	60	57	53	54	64	54	54	56	62
Not healthful to eat	1	-	x	x	1	1	x	1	x	1	1	x	x
None of these, don't know	2	1	2	2	3	4	1	2	2	1	4	2	1
Total favorable responses	651	675	663	674	663	614	664	663	735	647	632	696	684
Total unfavorable responses	112	99	104	105	113	97	102	108	127	98	102	111	122
Number of respondents	627	603	631	509	715	704	611	1,102	665	776	782	778	763

x Less than 1 percent.

Question 31: Which describe your opinions about chicken?--Continued

Characteristics of chicken	Family income			Family size			Usage Level	
	Lower	Middle	Upper	1 or 2	3 or 4	5 or more	Chicken	
							Higher	Lower
	Percent							
Easy to digest	71	71	72	74	69	67	73	69
Hard to digest	2	2	2	2	2	2	1	2
Sure of good quality	42	41	42	42	42	40	42	40
Not sure of good quality	7	13	11	10	9	11	7	13
Keeps well before cooking	32	30	28	28	32	28	32	26
Does not keep well before cooking	19	24	26	24	21	23	19	28
Don't get tired of	51	55	52	48	56	54	57	45
Get tired of	20	19	19	22	18	17	14	27
High in cholesterol	4	5	4	4	5	4	5	4
Low in cholesterol	17	21	25	23	19	18	20	21
Good to eat cold	56	69	72	62	69	64	63	68
Not good to eat cold	13	7	5	9	7	9	9	8
Many different ways to cook	61	66	73	65	68	65	68	64
Not many different ways to cook	4	7	4	4	6	5	4	7
High in protein	27	34	36	30	32	33	33	30
Low in protein	5	5	5	6	4	4	4	5
Not too much waste	47	52	53	46	55	52	52	49
Too much waste	9	11	9	12	9	7	8	13
High in vitamins and minerals	24	26	27	25	26	25	26	25
Low in vitamins and minerals	3	4	5	4	4	3	4	4
Tasty	72	77	75	74	76	73	77	72
Not Tasty	2	2	1	2	2	1	1	2
Always safe to eat	37	40	38	38	38	35	40	34
Not always safe to eat	10	12	14	13	11	11	9	16
Good for people who are watching their weight	41	47	50	45	47	43	46	44
Not good for people who are watching their weight	3	4	3	3	4	3	3	4
Healthful to eat	57	58	56	58	55	54	56	57
Not healthful to eat	1	x	x	x	1	x	x	1
None of these, don't know	3	1	1	2	2	1	2	2
Total favorable responses	635	687	699	658	684	651	685	644
Total unfavorable responses	102	115	108	115	103	100	88	134
Number of respondents	982	1,062	859	1,313	1,071	715	1,825	1,222

x Less than 1 percent.

x Less than 1 percent.

Question 32: Which of these ideas are especially important to you when you are considering which meats to buy?

Ideas considered important	U.S. total	Region				Community size						
		North-east	North Central	South	West	Metropolitan			Urban			Rural
						Total	City	Suburb	Total	City	Suburb	Total
	Percent											
Easy to digest	38	36	33	51	29	40	40	40	37	37	37	38
Hard to digest	x	x	x	x	-	x	-	1	x	x	-	x
Sure of good quality	64	60	67	64	66	59	57	62	66	64	69	67
Not sure of good quality	x	x	1	1	-	1	x	1	x	x	x	x
Keeps well before cooking	32	27	32	39	29	29	28	31	31	31	30	37
Does not keep well before cooking	x	-	x	1	x	x	x	-	x	-	1	x
Don't get tired of	33	28	31	41	31	31	30	34	30	33	28	37
Get tired of	1	1	2	1	1	1	1	1	1	1	x	1
High in cholesterol	4	3	4	6	2	4	5	3	4	5	3	3
Low in cholesterol	12	12	11	14	11	12	12	13	10	8	11	14
Good to eat cold	18	17	19	17	18	18	16	19	17	17	16	18
Not good to eat cold	2	1	2	4	1	1	2	x	2	2	2	3
Many different ways to cook	39	34	41	39	42	37	33	44	38	35	41	40
Not many different ways to cook	1	x	1	1	1	1	1	1	x	x	x	1
High in protein	26	24	25	30	27	29	29	28	25	26	25	25
Low in protein	x	x	x	1	x	1	1	x	x	x	x	x
Not too much waste	49	44	49	56	49	45	41	52	50	48	52	53
Too much waste	1	1	2	1	2	1	1	1	1	1	1	2
High in vitamins and minerals	23	21	18	31	24	24	27	21	22	23	21	24
Low in vitamins and minerals	x	-	x	x	-	x	x	-	x	-	x	x
Tasty	55	52	50	60	60	57	57	57	53	54	51	54
Not Tasty	x	x	-	-	x	x	x	x	-	-	-	-
Always safe to eat	36	33	32	44	37	36	34	39	36	37	35	37
Not always safe to eat	x	-	1	x	x	x	x	x	x	-	x	x
Good for people who are watching their weight	20	18	18	25	16	21	20	22	18	17	18	21
Not good for people who are watching their weight	1	x	1	1	1	1	1	x	1	2	1	1
Healthful to eat	49	46	43	56	52	49	48	51	47	53	40	51
Not healthful to eat	x	x	x	x	x	x	x	x	-	-	-	x
None of these, don't know	3	4	4	3	2	3	3	4	4	4	3	4
Total favorable responses	494	452	469	567	491	487	472	513	480	483	474	516
Total unfavorable responses	10	6	14	17	8	11	12	8	9	11	8	11
Number of respondents	3,099	874	909	849	467	1,075	648	427	939	464	475	1,085

x Less than 1 percent.

Question 32: Which of these ideas are especially important to you when you are considering which meats to buy?--Continued

Ideas considered important	Homemaker's age					Homemaker's education				Season			
	Under 30	30-39	40-49	50-59	60 and over	Grade school	Some high school	Completed high school	Any college	Winter	Spring	Summer	Fall
	Percent												
Easy to digest	29	33	38	43	47	45	39	35	35	36	38	41	37
Hard to digest	1	x	x	-	-	-	x	x	1	x	x	1	-
Sure of good quality	62	65	65	66	61	55	64	68	67	64	61	65	66
Not sure of good quality	x	x	x	x	x	1	x	x	x	x	1	x	1
Keeps well before cooking	39	33	32	29	28	30	30	34	34	32	32	34	32
Does not keep well before cooking	x	1	x	x	x	x	x	x	x	x	x	1	-
Don't get tired of	32	36	36	32	29	32	31	34	36	29	32	36	36
Get tired of	1	2	1	1	1	x	2	1	1	1	1	1	1
High in cholesterol	2	4	4	4	4	3	3	4	6	3	2	5	5
Low in cholesterol	8	9	12	16	17	9	14	12	16	11	12	12	14
Good to eat cold	17	17	19	17	17	18	15	19	18	16	16	20	18
Not good to eat cold	2	2	2	2	2	2	2	2	2	1	2	3	2
Many different ways to cook	45	46	40	34	28	31	36	43	42	40	37	42	36
Not many different ways to cook	1	1	1	1	1	1	1	1	1	1	1	2	1
High in protein	29	28	26	28	23	17	25	29	34	26	24	28	28
Low in protein	x	1	x	x	x	1	x	x	x	1	1	x	x
Not too much waste	52	53	51	48	44	42	49	54	50	50	46	50	52
Too much waste	1	2	1	1	1	1	x	1	2	1	1	1	1
High in vitamins and minerals	26	25	24	23	20	18	24	24	28	24	21	25	23
Low in vitamins and minerals	x	x	-	1	-	x	x	x	-	-	x	1	x
Tasty	57	56	55	52	54	52	51	54	62	58	54	54	52
Not tasty	-	-	-	x	x	x	-	-	-	-	x	-	x
Always safe to eat	37	37	36	39	33	33	39	37	36	34	34	39	37
Not always safe to eat	x	x	x	x	x	-	x	x	1	x	1	x	x
Good for people who are watching their weight	16	18	23	23	20	17	16	19	26	17	18	23	21
Not good for people who are watching their weight	1	1	1	1	1	1	x	1	1	x	1	1	1
Healthful to eat	48	50	50	48	49	48	47	48	53	49	48	51	48
Not healthful to eat	x	x	x	-	-	-	-	x	-	-	x	x	x
None of these, don't know	4	2	2	4	5	6	3	2	2	3	5	2	3
Total favorable responses	497	506	507	498	470	447	480	510	537	486	473	520	500
Total unfavorable responses	9	14	10	11	10	10	8	10	15	8	11	16	12
Number of respondents	627	603	631	509	715	704	611	1,102	665	776	782	778	763

x Less than 1 percent.

Question 32: Which of these ideas are especially important to you when you are considering which meats to buy?--Continued

Ideas considered important	Family income			Family size		
	Lower	Middle	Upper	1 or 2	3 or 4	5 or more
	Percent					
Easy to digest	45	37	32	43	37	31
Hard to digest	x	x	1	x	x	-
Sure of good quality	58	66	70	61	69	61
Not sure of good quality	1	x	x	x	x	1
Keeps well before cooking	31	35	31	30	35	34
Does not keep well before cooking	x	x	x	x	x	x
Don't get tired of	32	35	34	31	36	33
Get tired of	1	1	1	1	1	1
High in cholesterol	3	4	4	4	3	4
Low in cholesterol	12	11	14	14	11	9
Good to eat cold	17	18	18	18	18	17
Not good to eat cold	3	2	1	2	1	2
Many different ways to cook	33	41	43	32	43	44
Not many different ways to cook	1	1	1	1	1	1
High in protein	22	29	31	24	27	29
Low in protein	1	x	x	1	x	x
Not too much waste	49	50	51	44	54	53
Too much waste	1	1	1	1	2	1
High in vitamins and minerals	21	26	25	21	26	24
Low in vitamins and minerals	x	x	x	x	x	x
Tasty	53	56	57	55	56	52
Not tasty	x	-	-	x	-	-
Always safe to eat	34	38	37	35	40	34
Not always safe to eat	x	x	x	x	x	x
Good for people who are watching their weight	18	19	24	21	20	17
Not good for people who are watching their weight	1	x	1	1	1	1
Healthful to eat	49	50	50	48	51	46
Not healthful to eat	-	-	x	-	x	x
None of these, don't know	4	3	2	4	3	3
Total favorable responses	474	511	517	477	523	484
Total unfavorable responses	12	9	10	11	9	11
Number of respondents	982	1,062	859	1,313	1,071	715

x Less than 1 percent.

Question 33: As far as you know, is the meat you buy inspected or isn't it?

Meat inspected	U.S. total	Region				Community size						
		North-east	North Central	South	West	Metropolitan			Urban			Rural
						Total	City	Suburb	Total	City	Suburb	Total
	Percent											
Yes, it is	93	91	95	91	96	94	92	96	93	92	95	91
No, it is not	x	x	x	x	1	x	x	x	x	x	x	x
Don't know	6	8	4	8	3	6	7	3	6	8	5	6
Raise own meat, do not buy	1	1	1	2	-	x	-	x	x	-	x	2
Total	100	100	100	101	100	100	99	99	99	100	100	99
Number of respondents	3,099	874	909	849	467	1,075	648	427	939	464	475	1,085

Meat inspected	Homemaker's age					Homemaker's education				Season			
	Under 30	30-39	40-49	50-59	60 and over	Grade school	Some high school	Completed high school	Any college	Winter	Spring	Summer	Fall
Yes, it is	94	95	94	93	89	86	95	95	97	92	94	93	92
No, it is not	x	x	1	1	x	x	-	x	x	x	x	1	1
Don't know	6	4	4	6	9	12	5	5	2	7	5	5	7
Raise own meat, do not buy	x	1	x	1	1	2	1	x	x	1	x	1	1
Total	100	100	99	101	99	100	101	100	99	100	99	100	101
Number of respondents	627	603	631	509	715	704	611	1,102	665	776	782	778	763

Meat inspected	Family income			Family size		
	Lower	Middle	Upper	1 or 2	3 or 4	5 or more
Yes, it is	87	95	97	91	94	94
No, it is not	x	x	1	x	x	1
Don't know	11	4	2	8	4	5
Raise own meat, do not buy	1	1	x	1	1	1
Total	99	100	100	100	99	101
Number of respondents	982	1,062	859	1,313	1,071	715

x Less than 1 percent.

Question 34: How can you tell that meat has been inspected? (Asked only of homemakers who said meat is inspected)

	Percent
Stamp or label	90
Stamp on meat	49
Government stamp or seal	30
Purple or blue stamp	27
Stamp (unspecified)	13
Round shaped stamp	6
Stamp on package	6
Grade name on stamp	5
Other stamp mentions	22
Reputation of store or butcher	11
Own ability to tell	2
Sign in store	2
Advertising	2
Other mentions	8
Don't know	3
Total	118
Number of respondents	2,876

Question 35: Who does this inspection of meat? (Asked only of homemakers who say the meat they buy is inspected)

Meat inspection performed by:	U.S. total	Region				Community size						
		North-east	North Central	South	West	Metropolitan			Urban			Rural
						Total	City	Suburb	Total	City	Suburb	Total
	Percent											
U. S. Government	42	41	44	41	41	45	44	46	45	42	49	36
U. S. Department of Agriculture	29	27	27	30	38	33	32	35	24	25	22	31
State government	8	7	11	5	7	6	7	6	9	7	11	8
Government, unspecified	7	8	8	7	5	8	9	7	7	8	6	7
Store or market	4	5	3	3	3	4	5	3	4	4	3	3
Packer	4	3	6	4	2	4	4	4	4	4	4	4
Other	4	5	4	2	7	7	7	7	3	3	3	2
Don't know	18	18	15	23	15	11	11	12	20	22	18	22
Total	116	114	118	115	118	118	119	120	116	115	116	113
Number of respondents	2,876	797	863	769	447	1,008	598	410	877	428	449	991

Meat inspection performed by:	Homemaker's age					Homemaker's education				Season			
	Under 30	30-39	40-49	50-59	60 and over	Grade school	Some high school	Completed high school	Any college	Winter	Spring	Summer	Fall
U. S. Government	40	42	44	38	45	39	44	43	41	45	43	40	41
U. S. Department of Agriculture	34	36	30	30	20	15	25	32	44	28	26	33	32
State government	8	8	8	10	6	6	8	8	9	6	7	8	10
Government, unspecified	7	6	8	8	7	7	7	7	7	8	6	7	8
Store or market	4	5	4	2	4	4	3	3	4	4	3	4	3
Packer	2	4	6	4	5	4	5	4	4	5	3	4	5
Other	4	4	5	5	3	3	3	4	6	5	4	3	4
Don't know	17	14	15	16	26	32	20	15	7	17	22	17	16
Total	116	119	120	113	116	110	115	116	122	118	114	116	119
Number of respondents	588	570	596	472	638	602	578	1,042	644	715	736	726	699

Question 35: Who does this inspection of meat? (Asked only of homemakers who say the meat they buy is inspected)--Continued

Meat inspection performed by:	Family income			Family size		
	Lower	Middle	Upper	1 or 2	3 or 4	5 or more
	Percent					
U. S. Government	39	43	43	43	42	42
U. S. Department of Agriculture	21	31	37	27	31	31
State government	7	10	7	7	9	7
Government, unspecified	7	8	7	7	6	9
Store or market	4	4	3	4	4	3
Packer	5	4	4	4	5	4
Other	3	4	6	4	4	4
Don't know	26	14	11	20	16	16
Total	112	118	118	116	117	116
Number of respondents	859	1,010	830	1,196	1,011	669

Question 36: What does this inspection mean to you? (Asked only of homemakers who said meat is inspected)

	Percent	
Specific references to wholesomeness	74	
Assures wholesomeness		53
Meat came from healthy animals		23
Meat is fresh, not spoiled		7
Meat was produced under sanitary conditions		7
Meat is clean		4
Nonspecific references to wholesomeness	19	
Satisfies certain standards		10
Meat is certified as labeled		4
Inspection has been performed		3
Meat has been properly handled, stored		2
Other nonspecfic responses		x
Quality references	42	
Inspection means quality		35
Inspection means grading		9
Other quality references		4
Other mentions	3	
Don't know; doesn't mean anything	4	
Total	142	
Number of respondents		2,876

x Less than 1 percent

Question 37: As far as you know, is pork graded or not?

Pork graded	U.S. total	Region				Community size						
		North-east	North Central	South	West	Metropolitan			Urban			Rural
						Total	City	Suburb	Total	City	Suburb	Total
	Percent											
Yes, graded	48	47	53	44	49	49	47	52	51	52	49	46
No, not graded	6	5	8	5	6	5	6	4	7	7	7	6
Don't know	46	48	40	51	44	46	47	44	43	41	45	48
Total	100	100	101	100	99	100	100	100	101	100	101	100
Number of respondents	3,099	874	909	849	467	1,075	648	427	939	464	475	1,085

Pork graded	Homemaker's age					Homemaker's education				Season			
	Under 30	30-39	40-49	50-59	60 and over	Grade school	Some high school	Completed high school	Any college	Winter	Spring	Summer	Fall
Yes, graded	47	52	51	48	44	45	50	50	48	50	48	48	48
No, not graded	6	5	8	6	4	3	4	7	9	6	5	5	7
Don't know	46	42	41	47	52	52	46	43	43	44	47	47	45
Total	99	99	100	101	100	100	100	100	100	100	100	100	100
Number of respondents	627	603	631	509	715	704	611	1,102	665	776	782	778	763

Pork graded	Family income			Family size		
	Lower	Middle	Upper	1 or 2	3 or 4	5 or more
Yes, graded	44	51	52	45	49	53
No, not graded	3	7	8	5	6	6
Don't know	52	42	40	50	45	41
Total	99	100	100	100	100	100
Number of respondents	982	1,062	859	1,313	1,071	715

Question 38: And as far as you know, is beef graded or not?

Beef graded	U.S. total	Region				Community size						
		North-east	North Central	South	West	Metropolitan			Urban			Rural
						Total	City	Suburb	Total	City	Suburb	Total
	Percent											
Yes graded	86	85	87	81	93	88	86	90	87	86	88	83
No, not graded	x	1	x	1	x	x	x	x	x	x	x	1
Don't know	14	14	13	18	7	12	14	9	13	14	11	17
Total	100	100	100	100	100	100	100	99	100	100	99	101
Number of respondents	3,099	874	909	849	467	1,075	648	427	939	464	475	1,085

Beef graded	Homemaker's age					Homemaker's education				Season			
	Under 30	30-39	40-49	50-59	60 and over	Grade school	Some high school	Completed high school	Any college	Winter	Spring	Summer	Fall
Yes, graded	84	89	89	88	80	73	84	90	94	86	87	85	84
No, not graded	1	x	x	1	1	x	x	1	x	1	x	1	x
Don't know	15	11	11	12	19	27	15	9	6	13	13	14	15
Total	100	100	100	101	100	100	99	100	100	100	100	100	99
Number of respondents	627	603	631	509	715	704	611	1,102	665	776	782	778	763

Beef graded	Family income			Family size		
	Lower	Middle	Upper	1 or 2	3 or 4	5 or more
Yes, graded	75	89	95	84	88	85
No, not graded	1	x	x	x	x	1
Don't know	24	11	5	16	11	14
Total	100	100	100	100	99	100
Number of respondents	982	1,062	859	1,313	1,071	715

x Less than 1 percent.

Question 39: How can you tell that beef has been graded? (Asked only of homemakers who said beef is graded)

	Percent	
Stamp or label	79	
Purple or blue stamp		43
Stamp on meat		30
Grade name on stamp		23
Government stamp or seal		18
Round shaped stamp		16
Stamp on package		8
Stamp colored other than purple or blue		7
Shield shaped stamp		6
Other stamp mentions		8
Own ability to tell	14	
Price of cut		7
Quality of cut		4
Color of cut		3
Amount of fat		2
Other ability mentions		4
Reputation of store or butcher	5	
Advertising	4	
Other mentions	2	
Don't know	7	
Total	111	
Number of respondents	2,655	

Question 40: Who does this grading of beef? (Asked only of homemakers who say beef is graded)

Beef grading performed by:	U.S. total	Region				Community size						
		North-east	North Central	South	West	Metropolitan			Urban			Rural
						Total	City	Suburb	Total	City	Suburb	Total
	Percent											
U. S. Government	33	33	31	35	30	35	35	34	36	35	37	27
U. S. Department of Agriculture	28	26	24	31	35	32	29	35	22	23	21	31
State government	5	3	8	4	5	4	4	3	6	5	7	6
Government unspecified	6	7	6	5	4	5	6	5	5	5	5	6
Store or market	7	10	7	6	4	8	9	6	8	9	7	6
Packer	9	6	13	8	8	8	8	8	9	8	11	10
Other	3	2	3	1	5	4	3	4	3	2	3	2
Don't know	22	23	21	20	22	18	19	18	22	23	22	25
Total	113	110	113	110	113	114	113	113	111	110	113	113
Number of respondents	2,655	744	788	689	434	942	556	386	817	397	420	896

Beef grading performed by:	Homemaker's age					Homemaker's education				Season			
	Under 30	30-39	40-49	50-59	60 and over	Grade school	Some high school	Completed high school	Any college	Winter	Spring	Summer	Fall
U. S. Government	31	34	34	30	34	32	32	34	31	35	32	31	32
U. S. Department of Agriculture	32	32	29	28	22	15	23	30	41	29	25	30	29
State government	5	5	5	5	5	5	5	6	4	4	4	6	7
Government unspecified	6	4	7	5	6	6	6	6	5	7	5	6	5
Store or market	6	9	7	7	7	9	8	7	6	7	6	8	7
Packer	8	9	9	9	10	7	9	9	10	10	8	10	8
Other	2	4	3	4	2	2	2	3	4	3	2	2	3
Don't know	20	18	20	22	27	32	27	18	14	17	25	21	23
Total	110	115	114	110	113	108	112	113	115	112	107	114	114
Number of respondents	528	537	559	447	572	511	516	997	623	670	678	665	642

Question 40: Who does this grading of beef? (Asked only of homemakers who say beef is graded)--Continued

Beef grading performed by:	Family income			Family size		
	Lower	Middle	Upper	1 or 2	3 or 4	5 or more
	Percent					
U. S. Government	29	36	32	32	32	33
U. S. Department of Agriculture	22	28	35	25	31	30
State government	5	6	5	5	6	5
Government unspecified	7	6	5	7	4	7
Store or market	6	9	6	7	8	6
Packer	8	10	9	9	9	9
Other	1	3	4	2	2	3
Don't know	31	18	17	24	20	21
Total	109	116	113	111	112	114
Number of respondents	737	943	815	1,101	945	609

Question 41: What does this grading mean to you? (Asked only of homemakers who said beef is graded)

	Percent	
Specific references to quality	30	
Tenderness or juiciness		16
Amount of fat		9
Taste or flavor		5
Other quality references		12
Nonspecific references to quality	66	
Range of quality (high - low, etc.)		40
Assures quality		24
Mention of grade names		15
Wholesomeness references	25	
Beef came from healthy animals		21
Inspection has been performed		7
Beef is fresh, not spoiled		4
Beef is clean		2
Other wholesomeness references		2
Price differences	16	
Other mentions	3	
Don't know; doesn't mean anything	7	
No answer	1	
Total	148	
Number of respondents	2,655	

Question 42: Are there any (grade labels for beef) on this list that you have seen or heard of? (Asked only of homemakers who say beef is graded)

Familiar grade names	U.S. total	Region				Community size						
		North-east	North Central	South	West	Metropolitan			Urban			Rural
						Total	City	Suburb	Total	City	Suburb	Total
	Percent											
Both true and spurious grade names	65	66	67	62	64	67	65	69	68	66	69	61
Correct grade names only	21	18	20	19	29	21	21	19	20	17	22	21
Spurious grade names only	6	6	6	8	4	6	6	5	5	7	4	7
Don't know, none of them	8	10	7	10	4	7	7	6	7	10	5	11
Grade names selected:												
USDA Choice	76	71	79	72	83	76	74	78	77	73	81	73
UDSA Prime	68	72	68	60	71	74	72	76	68	64	72	61
USDA Grade A	62	60	65	63	58	63	62	65	63	63	63	59
USDA Good	28	14	30	33	38	21	22	20	28	25	31	33
USDA First cut	24	32	21	24	14	26	26	25	24	27	22	21
USDA Standard	18	15	20	17	21	15	14	17	20	19	20	19
USDA Grade AA	16	15	13	13	27	18	15	21	18	18	17	13
USDA Commercial	12	8	14	10	17	12	11	14	11	8	14	12
USDA #1	8	6	9	8	10	7	7	6	9	8	11	8
USDA #2	5	3	6	5	6	4	5	4	6	6	5	5
Total	100	100	100	99	101	101	99	99	100	100	100	100
Total grade names selected	317	296	325	305	345	316	308	326	324	311	336	304
Number of respondents	2,655	744	788	689	434	942	556	386	817	397	420	896

Question 42: Are there any (grade labels for beef) on this list that you have seen or heard of? (Asked only of homemakers who say beef is graded)--Continued

Familiar grade names	Homemaker's age					Homemaker's education				Season			
	Under 30	30-39	40-49	50-59	60 and over	Grade school	Some high school	Completed high school	Any college	Winter	Spring	Summer	Fall
	Percent												
Both true and spurious grade names	71	69	68	64	55	55	71	67	65	64	68	63	65
Correct grade names only	19	21	22	21	20	12	15	22	29	21	18	23	21
Spurious grade names only	6	5	6	5	9	13	6	5	2	6	6	5	8
Don't know, none of them	5	6	5	9	16	19	8	5	4	10	9	9	5
Grade names selected:													
USDA Choice	80	79	82	74	64	56	73	80	87	73	74	77	78
USDA Prime	67	69	74	71	58	46	65	72	81	65	67	69	69
USDA Grade A	68	64	64	60	53	57	67	64	59	62	63	58	65
USDA Good	28	31	29	25	25	18	23	29	37	29	26	29	26
USDA First cut	26	23	26	25	18	24	28	24	19	23	25	24	23
USDA Standard	17	19	17	17	20	13	16	19	22	19	20	17	15
USDA Grade AA	19	17	16	15	14	15	16	17	15	15	17	15	18
USDA Commercial	9	15	13	11	11	6	8	13	19	14	13	10	12
USDA #1	8	9	8	9	6	7	9	9	7	7	8	8	9
USDA #2	4	5	5	6	5	4	6	5	5	4	5	5	5
Total	101	101	101	99	100	99	100	99	100	101	101	100	99
Total grade names selected	326	331	334	313	274	246	311	332	351	311	318	312	320
Number of respondents	528	537	559	447	572	511	516	997	623	670	678	665	642

Question 42: Are there any (grade labels for beef) on this list that you have seen or heard of? (Asked only of homemakers who say beef is graded)--Continued

Familiar grade names	Family income			Family size		
	Lower	Middle	Upper	1 or 2	3 or 4	5 or more
	Percent					
Both true and spurious grade names	57	69	69	61	69	65
Correct grade names only	16	20	24	21	20	22
Spurious grade names only	11	5	3	7	6	6
Don't know, none of them	15	5	4	12	5	7
Grade names selected:						
USDA Choice	62	79	85	71	79	79
USDA Prime	53	70	78	65	71	67
USDA Grade A	56	65	64	57	67	63
USDA Good	24	27	32	25	26	34
USDA First cut	23	26	21	21	25	26
USDA Standard	18	18	18	19	16	18
USDA Grade AA	15	17	16	15	17	17
USDA Commercial	9	12	15	12	12	13
USDA #1	7	8	9	7	8	10
USDA #2	4	5	6	4	5	6
Total	99	99	100	101	100	100
Total grade names selected	271	327	344	296	326	333
Number of respondents	737	943	815	1,101	945	609

Question 43: Of the grades of beef you mentioned, which is the top grade? (Asked only of homemakers mentioning more than one grade of beef)

Top beef grade	U.S. total	Region				Community size						
		North-east	North Central	South	West	Metropolitan			Urban			Rural
						Total	City	Suburb	Total	City	Suburb	Total
	Percent											
USDA Prime	51	54	55	42	52	54	51	59	48	43	53	49
USDA Choice	22	15	23	27	25	21	23	18	22	22	22	24
USDA Grade A	14	15	13	19	9	12	12	11	16	22	12	15
USDA Grade AA	5	5	4	6	7	5	4	6	5	5	5	5
USDA First cut	1	3	1	x	1	2	2	1	2	3	x	1
USDA #1	1	1	1	1	1	1	1	x	1	1	1	1
USDA Good	x	x	-	x	-	x	-	x	x	-	x	x
USDA Standard	x	1	x	x	-	x	x	-	x	1	-	1
USDA Commercial	x	-	x	-	x	x	x	-	x	x	-	-
USDA #2	x	x	-	-	-	x	x	-	-	-	-	-
Don't know, none of them	5	5	3	5	6	5	6	5	5	3	6	4
	99	99	100	100	101	100	99	100	99	100	99	100
Number of respondents	2,267	620	680	570	397	808	468	340	717	334	383	742

Top beef grade	Homemaker's age					Homemaker's education				Season			
	Under 30	30-39	40-49	50-59	60 and over	Grade school	Some high school	Completed high school	Any college	Winter	Spring	Summer	Fall
	Percent												
USDA Prime	44	52	54	56	49	40	40	52	63	49	52	54	48
USDA Choice	22	22	24	22	21	18	27	23	20	25	19	21	24
USDA Grade A	18	14	12	13	15	23	19	12	9	16	15	10	16
USDA Grade AA	6	6	4	4	6	9	6	5	3	5	5	5	6
USDA First cut	2	x	1	2	1	2	2	2	x	1	2	1	1
USDA #1	1	1	x	x	2	2	x	1	1	1	1	1	1
USDA Good	-	x	-	x	x	x	x	x	-	-	x	-	x
USDA Standard	1	x	1	-	-	x	1	x	-	x	-	1	1
USDA Commercial	x	x	-	-	-	-	-	x	-	x	-	-	-
USDA #2	-	-	-	x	-	x	-	-	-	-	-	-	x
Don't know, none of them	6	4	4	3	6	5	5	5	4	3	5	6	4
Total	100	99	100	100	100	99	100	100	100	100	99	99	101
Number of respondents	472	478	498	380	431	352	444	888	577	571	573	570	553

x Less than 1 percent.

Question 43: Of the grades of beef you mentioned, which is the top grade? (Asked only of homemakers mentioning more than one grade of beef)--Continued

Top beef grade	Family income			Family size		
	Lower	Middle	Upper	1 or 2	3 or 4	5 or more
	Percent					
USDA Prime	40	48	62	51	50	52
USDA Choice	23	22	22	22	23	22
USDA Grade A	21	17	7	14	15	13
USDA Grade AA	7	5	4	5	5	6
USDA First cut	2	1	x	1	1	1
USDA #1	1	1	1	1	x	1
USDA Good	x	x	-	x	-	x
USDA Standard	1	x	-	x	1	x
USDA Commercial	x	x	-	-	x	-
USDA #2	x	-	-	x	-	-
Don't know, none of them	5	5	4	5	5	4
Total	100	99	100	99	100	99
Number of respondents	560	832	740	893	844	530

x Less than 1 percent.

Question 44: Do you buy prepackaged meat, meat that is either cut or weighed out to order or do you buy it both ways?
Question 45: Which way do you usually buy it? (Asked only of homemakers who said they buy meat both prepackaged and weighed out to order)

Way meat is purchased	U.S. total	Region				Community size						
		North-east	North Central	South	West	Metropolitan			Urban			Rural
						Total	City	Suburb	Total	City	Suburb	Total
	Percent											
Prepackaged only	28	31	27	29	25	27	28	24	29	30	29	29
Both ways	53	50	57	50	59	55	53	58	56	55	56	51
Usually prepackaged	27	27	28	28	28	30	28	32	30	33	27	23
Usually cut to order	17	15	21	12	23	15	17	12	19	18	20	18
Both equally	9	8	8	10	8	10	8	14	7	4	9	10
Cut to order only	17	18	15	19	16	18	18	18	15	15	15	18
All other responses; no answer	1	x	1	2	-	x	1	x	x	-	x	2
Total	99	99	100	100	100	100	100	100	100	100	100	100
Number of respondents	3,099	874	909	849	467	1,075	648	427	939	464	475	1,085

Way meat is purchased	Homemaker's age					Homemaker's education				Season			
	Under 30	30-39	40-49	50-59	60 and over	Grade school	Some high school	Completed high school	Any college	Winter	Spring	Summer	Fall
	Percent												
Prepackaged only	34	26	23	28	31	35	28	25	28	27	30	29	28
Both ways	55	57	60	52	45	42	55	57	58	55	53	51	54
Usually prepackaged	32	28	30	25	23	20	29	28	32	28	26	26	30
Usually cut to order	17	20	18	17	16	14	18	19	18	18	19	16	16
Both equally	6	9	12	10	6	8	8	10	8	9	8	9	8
Cut to order only	11	16	16	20	23	22	16	18	13	17	17	18	17
All other responses; no answer	1	1	1	x	2	2	1	1	1	1	x	1	1
	101	101	100	100	101	101	100	101	100	100	100	99	100
Number of respondents	627	603	631	509	715	704	611	1,102	665	776	782	778	763

x Less than 1 percent.

Question 44: Do you buy prepackaged meat, meat that is either cut or weighed out to order or do you buy it both ways?

Question 45: Which way to you usually buy it? (Asked only of homemakers who said they buy meat both prepackaged and weighed out to order)--Continued

Way meat is purchased	Family income			Family size		
	Lower	Middle	Upper	1 or 2	3 or 4	5 or more
	Percent					
Prepackaged only	32	30	22	30	27	28
Both ways	48	54	60	48	58	56
Usually prepackaged	26	28	29	25	31	27
Usually cut to order	14	18	21	16	17	20
Both equally	8	8	10	7	10	9
Cut to order only	18	15	17	20	14	16
All other responses; no answer	2	1	x	1	1	1
Total	100	100	99	99	100	101
Number of respondents	982	1,062	859	1,313	1,071	715

x Less than 1 percent.

Question 46: In buying meat do you shop for price specials most of the time, some of the time, only once in a while, or never?

Shop for price specials	U.S. total	Region				Community size						
		North-east	North Central	South	West	Metropolitan			Urban			Rural
						Total	City	Suburb	Total	City	Suburb	Total
	Percent											
Most of the time	34	31	35	35	35	29	26	34	38	34	41	36
Some of the time	26	24	29	26	23	28	29	26	23	24	22	26
Only once in a while	19	20	16	18	21	19	18	21	19	19	20	17
Never	21	24	20	21	20	23	26	19	19	22	17	21
Total	100	99	100	100	99	99	99	100	99	99	100	100
Number of respondents	3,099	874	909	849	467	1,075	648	427	939	464	475	1,085

Shop for price specials	Homemaker's age					Homemaker's education				Season			
	Under 30	30-39	40-49	50-59	60 and over	Grade school	Some high school	Completed high school	Any college	Winter	Spring	Summer	Fall
Most of the time	33	39	39	32	28	38	37	30	34	35	33	35	33
Some of the time	29	26	25	25	24	24	24	28	25	25	26	26	26
Only once in a while	21	16	17	21	19	15	20	21	19	20	19	17	19
Never	17	18	19	23	29	23	19	21	22	20	22	21	22
Total	100	99	100	100	100	100	100	100	100	100	100	99	100
Number of respondents	627	603	631	509	715	704	611	1,102	665	776	782	778	763

Shop for price specials	Family income			Family size		
	Lower	Middle	Upper	1 or 2	3 or 4	5 or more
Most of the time	37	35	30	27	35	45
Some of the time	24	26	27	24	27	27
Only once in a while	16	20	21	21	18	15
Never	22	19	22	28	19	13
Total	99	100	100	100	99	100
Number of respondents	982	1,062	859	1,313	1,071	715

Question 47: Which of these meats do you think would be especially good for a warm weather meal for your family?

Meats considered good for warm weather meal	U.S. total	Region				Community size						
		North-east	North Central	South	West	Metropolitan			Urban			Rural
						Total	City	Suburb	Total	City	Suburb	Total
	Percent											
A pot roast of beef	15	17	15	15	14	17	16	19	14	17	11	15
An oven roast of beef	18	18	17	19	18	18	17	20	15	16	13	20
Steak (beef)	53	62	52	43	55	59	54	67	54	56	52	46
Ground beef	57	66	57	46	56	58	55	63	57	57	57	55
Stew beef	7	8	6	7	6	7	8	6	7	9	4	7
Chicken	64	71	58	61	64	68	66	72	63	64	63	59
Lamb	6	10	3	3	6	10	9	12	4	6	3	2
Ham or picnic	38	36	40	39	40	37	34	41	38	38	38	40
Pork roast	2	2	3	2	2	2	2	2	3	4	1	2
Pork chops	10	11	13	7	9	11	10	12	12	13	11	8
Spareribs	10	11	12	6	12	15	14	15	10	13	8	6
Wieners, franks, hot dogs	54	65	54	41	56	56	53	60	57	58	56	49
None of them	x	x	1	x	1	x	-	x	1	x	1	x
All of them	4	3	4	5	3	3	4	2	4	4	4	4
Total	338	380	335	294	342	361	342	391	339	355	322	313
Number of respondents	3,099	874	909	849	467	1,075	648	427	939	464	475	1,085

Meats considered good for warm weather meal	Homemaker's age					Homemaker's education				Season			
	Under 30	30-39	40-49	50-59	60 and over	Grade school	Some high school	Completed high school	Any college	Winter	Spring	Summer	Fall
A pot roast of beef	13	15	12	16	21	19	19	13	13	15	16	15	16
An oven roast of beef	11	16	19	20	23	18	20	17	17	18	16	18	19
Steak (beef)	50	55	59	56	46	40	49	57	63	54	52	56	49
Ground beef	55	62	60	56	51	56	54	58	57	61	52	61	52
Stew beef	7	6	5	7	8	10	8	6	5	7	7	7	6
Chicken	58	66	70	66	60	61	61	65	67	69	61	64	60
Lamb	3	4	6	7	8	5	6	6	6	6	4	7	6
Ham or picnic	40	46	41	35	31	30	36	40	47	46	37	34	37
Pork roast	2	2	2	2	3	3	2	2	x	3	2	2	2
Pork chops	14	12	11	8	7	10	10	11	10	13	8	11	9
Spareribs	14	15	11	6	5	8	11	11	11	12	9	11	10
Wieners, franks, hot dogs	62	65	59	49	38	47	60	55	54	61	52	52	51
None of them	-	x	x	x	1	1	x	x	-	1	x	x	x
All of them	3	4	3	4	5	5	3	3	3	3	4	3	5
Total	332	368	358	332	307	313	339	344	353	369	320	341	322
Number of respondents	627	603	631	509	715	704	611	1,102	665	776	782	778	763

x Less than 1 percent.

Question 47: Which of these meats do you think would be especially good for a warm weather meal for your family?--Continued

Meats considered good for warm weather meal	Family income			Family size			Usage level			
							Chicken		Lamb	
	Lower	Middle	Upper	1 or 2	3 or 4	5 or more	Higher	Lower	Usage	Non-usage
	Percent									
A pot roast of beef	16	16	14	18	13	14				
An oven roast of beef	17	17	19	19	17	17				
Steak (beef)	39	56	67	52	55	52				
Ground beef	52	61	56	49	61	65				
Stew beef	8	7	5	7	7	6				
Chicken	60	64	68	63	64	64	67	60		
Lamb	5	5	7	8	5	3			15	1
Ham or picnic	33	39	45	33	43	42				
Pork roast	3	2	2	2	1	3				
Pork chops	8	12	11	8	11	13				
Spareribs	6	12	13	7	11	15				
Wieners, franks, hot dogs	48	59	57	42	59	68				
None of them	1	x	x	x	x	x				
All of them	5	3	3	4	3	4				
Total	301	353	367	312	350	366				
Number of respondents	982	1,062	859	1,313	1,071	715	1,825	1,222	1,000	2,099

Meats considered good for warm weather meal	Usage level											
	Pot roast			Oven roast			Steak			Ground beef		
	Higher	Lower	Non-usage	Higher	Lower	Non-usage	Higher	Lower	Non-usage	Higher	Medium	Lower
A pot roast of beef	22	14	7									
An oven roast of beef				23	16	9						
Steak (beef)							61	47	13			
Ground beef										65	54	43
Stew beef												
Chicken												
Lamb												
Ham or picnic												
Pork roast												
Pork chops												
Spareribs												
Wieners, franks, hot dogs												
None of them												
All of them												
Number of respondents	1,191	1,224	684	1,258	1,281	559	1,729	1,180	190	1,453	1,013	580

x Less than 1 percent.

Question 47: Which of these meats do you think would be especially good for a warm weather meal for your family?--Continued

Meats considered good for warm weather meal	Usage level													
	Ham					Spareribs			Pork chops				Pork roast	
	Higher	Higher/ medium	Lower/ medium	Lower	Non-usage	Higher	Lower	Non-usage	Higher	Medium	Lower	Non-usage	Usage	Non-usage
	Percent													
A pot roast of beef														
An oven roast of beef														
Steak (beef)														
Ground beef														
Stew beef														
Chicken														
Lamb														
Ham or picnic	48	48	38	35	12									
Pork roast													3	1
Pork chops									16	12	8	1		
Spareribs						20	11	3						
Wieners, franks, hot dogs														
None of them														
All of them														
Number of respondents	487	739	679	842	352	874	990	1,234	825	806	1,015	452	1,894	1,204

x Less than 1 percent.

Question 48: Which do you think would not be especially good for a warm weather meal for your family?

Meats considered not good for warm weather meal	U.S. total	Region				Community size						
		North-east	North Central	South	West	Metropolitan			Urban			Rural
						Total	City	Suburb	Total	City	Suburb	Total
	Percent											
A pot roast of beef	29	33	28	22	35	31	27	37	32	30	33	24
An oven roast of beef	38	39	43	31	40	39	35	44	43	42	45	34
Steak (beef)	3	3	2	4	3	3	2	4	2	3	1	3
Ground beef	2	3	1	3	2	2	2	3	3	3	2	2
Stew beef	33	35	33	31	34	35	29	43	32	30	35	32
Chicken	2	2	3	1	2	2	1	2	2	2	2	2
Lamb	17	24	14	12	17	18	17	19	16	17	15	16
Ham or picnic	11	14	11	10	10	13	13	14	10	10	11	10
Pork roast	60	72	53	55	58	63	62	65	60	63	58	56
Pork chops	36	48	25	38	33	43	42	45	32	37	28	32
Spareribs	31	36	27	31	30	30	29	33	29	28	30	33
Wieners, franks, hot dogs	3	3	3	3	5	3	2	4	2	3	1	5
None of them	7	5	7	8	5	6	7	4	7	8	6	7
All of them	x	x	x	x	x	x	x	x	x	x	x	x
Total	272	317	250	249	274	288	268	317	270	276	267	256
Number of respondents	3,099	874	909	849	467	1,075	648	427	939	464	475	1,085

Meats considered not good for warm weather meal	Homemaker's age					Homemaker's education				Season			
	Under 30	30-39	40-49	50-59	60 and over	Grade school	Some high school	Completed high school	Any college	Winter	Spring	Summer	Fall
A pot roast of beef	35	33	32	23	20	22	24	32	35	32	29	27	28
An oven roast of beef	48	42	36	35	31	34	35	41	41	42	38	39	35
Steak (beef)	4	2	2	4	3	4	2	3	3	3	3	3	3
Ground beef	2	2	2	2	3	3	2	2	2	2	2	1	3
Stew beef	34	38	39	28	26	25	31	37	38	37	32	33	31
Chicken	3	2	2	2	2	2	2	2	2	3	3	2	1
Lamb	16	20	18	15	15	17	17	14	19	16	15	20	16
Ham or picnic	13	10	13	9	11	12	10	12	11	10	9	12	13
Pork roast	51	59	63	67	59	53	62	59	67	60	59	61	58
Pork chops	25	34	38	42	41	35	37	37	35	38	36	35	35
Spareribs	22	28	31	37	37	30	32	31	31	32	32	29	31
Wieners, franks, hot dogs	4	2	2	3	4	4	2	3	4	4	2	3	3
None of them	6	8	5	6	8	9	6	6	6	6	7	6	7
All of them	x	x	x	x	1	x	x	x	x	1	x	x	x
Total	263	280	283	273	261	250	262	279	294	286	267	271	264
Number of respondents	627	603	631	509	715	704	611	1,102	665	776	782	778	763

x Less than 1 percent.

Question 48: Which do you think would not be especially good for a warm weather meal for your family?--Continued

Meats considered not good for warm weather meal	Family income			Family size			Usage level			
							Chicken		Lamb	
	Lower	Middle	Upper	1 or 2	3 or 4	5 or more	Higher	Lower	Usage	Non-Usage
	Percent									
A pot roast of beef	23	30	34	25	30	33				
An oven roast of beef	33	41	41	36	39	42				
Steak (beef)	3	3	2	3	3	2				
Ground beef	3	2	2	3	2	1				
Stew beef	28	33	39	30	35	37				
Chicken	2	2	2	2	2	2	2	3		
Lamb	15	16	19	15	18	17			18	16
Ham or picnic	11	12	10	11	11	12				
Pork roast	56	61	63	61	61	55				
Pork chops	37	34	38	38	38	31				
Spareribs	33	29	31	35	29	27				
Wieners, franks, hot dogs	4	2	3	4	2	3				
None of them	9	6	5	7	6	8				
All of them	x	x	x	x	1	x				
Total	257	271	289	270	277	270				
Number of respondents	982	1,062	859	1,313	1,071	715	1,825	1,222	1,000	2,099

Meats considered not good for warm weather meal	Usage level											
	Pot roast			Oven roast			Steak			Ground beef		
	Higher	Lower	Non-usage	Higher	Lower	Non-usage	Higher	Lower	Non-usage	Higher	Medium	Lower
A pot roast of beef	28	32	25									
An oven roast of beef				37	41	34						
Steak (beef)							3	3	4			
Ground beef										2	2	4
Stew beef												
Chicken												
Lamb												
Ham or picnic												
Pork roast												
Pork chops												
Spareribs												
Wieners, franks, hot dogs												
None of them												
All of them												
Number of respondents	1,191	1,224	684	1,258	1,281	559	1,729	1,180	190	1,453	1,013	580

x Less than 1 percent.

Question 48: Which do you think would not be especially good for a warm weather meal for your family?--Continued

Meats considered not good for warm weather meal	Usage level													
	Ham					Spareribs			Pork chops				Pork roast	
	Higher	Higher/ medium	Lower/ medium	Lower	Non-usage	Higher	Lower	Non-usage	Higher	Medium	Lower	Non-usage	Usage	Non-usage
	Percent													
A pot roast of beef														
An oven roast of beef														
Steak (beef)														
Ground beef														
Stew beef														
Chicken														
Lamb														
Ham or picnic	6	9	11	14	16									
Pork roast													63	55
Pork chops									31	33	40	44		
Spareribs						27	29	35						
Wieners, franks, hot dogs														
None of them														
All of them														
Total														
Number of respondents	487	739	679	842	352	874	990	1,234	825	806	1,015	452	1,894	1,204

x Less than 1 percent.

Question 49: Which would be especially good if you want to serve an inexpensive meal?

Meats considered good for inexpensive meal	U.S. total	Region				Community size						
		North-east	North Central	South	West	Metropolitan			Urban			Rural
						Total	City	Suburb	Total	City	Suburb	Total
	Percent											
A pot roast of beef	15	13	17	11	22	17	17	17	13	13	14	14
An oven roast of beef	5	3	8	4	5	3	4	3	6	7	5	5
Steak (beef)	2	2	1	1	1	2	3	1	1	2	1	1
Ground beef	69	72	68	62	74	71	68	76	69	68	69	66
Stew beef	23	26	20	23	23	28	23	35	19	18	21	22
Chicken	60	64	57	62	54	61	60	62	59	60	58	60
Lamb	1	2	x	1	2	2	3	2	x	x	x	x
Ham or picnic	5	6	5	4	4	5	4	6	5	7	4	4
Pork roast	2	3	2	2	2	3	3	4	2	2	2	2
Pork chops	2	3	2	2	1	3	3	4	2	2	1	2
Spareribs	6	7	6	5	5	7	6	8	5	5	5	5
Wieners, franks, hot dogs	47	55	43	41	50	50	45	58	51	52	51	40
None of them	2	2	2	3	x	2	2	1	2	3	1	2
All of them	x	x	x	x	x	x	-	x	x	x	-	x
Total	239	258	231	221	243	254	241	277	234	239	232	223
Number of respondents	3,099	874	909	849	467	1,075	648	427	939	464	475	1,085

Meats considered good for inexpensive meal	Homemaker's age					Homemaker's education				Season			
	Under 30	30-39	40-49	50-59	60 and over	Grade school	Some high school	Completed high school	Any college	Winter	Spring	Summer	Fall
A pot roast of beef	12	13	16	17	17	13	13	14	21	15	14	14	16
An oven roast of beef	4	4	6	4	5	4	5	5	5	4	5	5	5
Steak (beef)	3	1	1	2	2	2	2	1	1	1	2	2	1
Ground beef	70	74	71	65	63	63	64	72	72	72	66	72	65
Stew beef	20	24	25	23	23	20	20	24	27	23	21	23	25
Chicken	61	65	65	56	54	56	62	61	62	66	57	55	62
Lamb	1	1	1	1	1	1	1	1	1	1	1	1	1
Ham or picnic	4	5	6	4	4	5	4	5	5	5	4	5	5
Pork roast	3	4	2	1	2	3	2	2	2	3	2	2	3
Pork chops	4	3	2	1	1	3	2	2	3	2	2	2	3
Spareribs	7	5	5	7	4	7	5	6	5	5	5	5	7
Wieners, franks, hot dogs	53	55	50	44	34	41	46	49	51	48	48	49	43
None of them	1	1	1	3	4	3	3	1	2	2	1	3	2
All of them	-	-	-	x	1	x	-	x	x	x	x	x	x
Total	243	255	251	228	215	221	229	243	257	247	228	238	238
Number of respondents	627	603	631	509	715	704	611	1,102	665	776	782	778	763

x Less than 1 percent.

Question 49: Which would be especially good if you want to serve an inexpensive meal? -- Continued

Meats considered good for inexpensive meal	Family income			Family size			Usage level			
							Chicken		Lamb	
	Lower	Middle	Upper	1 or 2	3 or 4	5 or more	Higher	Lower	Usage	Non-Usage
	Percent									
A pot roast of beef	13	14	18	17	13	14				
An oven roast of beef	4	5	5	4	4	6				
Steak (beef)	2	1	1	2	2	1				
Ground beef	61	71	74	64	73	70				
Stew beef	21	21	27	23	23	23				
Chicken	57	62	61	56	61	66	64	55		
Lamb	1	1	1	1	1	1			3	x
Ham or picnic	3	5	5	4	5	6				
Pork roast	2	3	2	2	2	3				
Pork chops	3	2	2	2	3	2				
Spareribs	5	7	5	5	6	6				
Wieners, franks, hot dogs	39	51	52	40	51	52				
None of them	2	2	1	3	1	1				
All of them	1	x	-	x	-	x				
Total	214	245	254	223	245	251				
Number of respondents	982	1,062	859	1,313	1,071	715	1,825	1,222	1,000	2,099

Meats considered good for inexpensive meal	Usage level											
	Pot roast			Oven roast			Steak			Ground beef		
	Higher	Lower	Non-usage	Higher	Lower	Non-usage	Higher	Lower	Non-usage	Higher	Medium	Lower
A pot roast of beef	19	15	8									
An oven roast of beef				6	5	2						
Steak (beef)							2	1	1			
Ground beef										75	68	56
Stew beef												
Chicken												
Lamb												
Ham or picnic												
Pork roast												
Pork chops												
Spareribs												
Wieners, franks, hot dogs												
None of them												
All of them												
Number of respondents	1,191	1,224	684	1,258	1,281	559	1,729	1,180	190	1,453	1,013	580

x Less than 1 percent.

Question 49: Which would be especially good if you want to serve an inexpensive meal?--Continued

Meats considered good for inexpensive meal	Usage level													
	Ham					Spareribs			Pork chops				Pork roast	
	Higher	Higher/ medium	Lower/ medium	Lower	Non-usage	Higher	Lower	Non-usage	Higher	Medium	Lower	Non-usage	Usage	Non-Usage
	Percent													
A pot roast of beef														
An oven roast of beef														
Steak (beef)														
Ground beef														
Stew beef														
Chicken														
Lamb														
Ham or picnic	8	6	5	3	2									
Pork roast													3	1
Pork chops									4	2	2	x		
Spareribs						9	6	3						
Wieners, franks, hot dogs														
None of them														
All of them														
Number of respondents	487	739	679	842	352	874	990	1,234	825	806	1,015	452	1,894	1,204

x Less than 1 percent.

Question 50: Which would not be especially good if you want to serve an inexpensive meal?

Meats considered not good for inexpensive meal	U.S. total	Region				Community size						
		North-east	North Central	South	West	Metropolitan			Urban			Rural
						Total	City	Suburb	Total	City	Suburb	Total
	Percent											
A pot roast of beef	16	22	10	18	9	16	14	19	18	20	16	13
An oven roast of beef	44	59	32	41	43	52	50	55	48	49	47	32
Steak (beef)	81	80	82	80	83	81	79	83	79	75	83	83
Ground beef	1	1	1	2	1	1	1	2	1	2	1	1
Stew beef	4	5	4	2	4	4	4	4	4	5	3	3
Chicken	1	1	1	1	1	2	2	2	1	1	1	1
Lamb	22	29	18	18	25	28	27	29	19	23	15	19
Ham or picnic	29	26	27	33	33	24	25	24	29	24	33	34
Pork roast	20	26	16	20	18	21	21	21	20	23	17	19
Pork chops	24	26	23	21	25	23	20	27	22	22	21	26
Spareribs	13	14	15	9	15	16	15	19	12	13	11	11
Wieners, franks, hot dogs	2	3	2	2	1	2	2	3	2	2	2	2
None of them	1	1	2	1	1	1	1	1	1	2	1	1
All of them	1	1	1	2	-	1	1	x	2	2	1	1
Total	259	294	234	250	259	272	262	289	258	263	252	246
Number of respondents	3,099	874	909	849	467	1,075	648	427	939	464	475	1,085

Meats considered not good for inexpensive meal	Homemaker's age					Homemaker's education				Season			
	Under 30	30-39	40-49	50-59	60 and over	Grade school	Some high school	Completed high school	Any college	Winter	Spring	Summer	Fall
A pot roast of beef	21	15	14	16	13	18	16	15	13	14	15	16	17
An oven roast of beef	43	47	43	44	43	41	41	45	48	48	43	43	42
Steak (beef)	79	83	85	81	78	77	78	84	84	82	78	81	83
Ground beef	1	1	2	2	1	2	2	1	1	1	1	1	2
Stew beef	3	3	4	5	3	5	4	3	2	5	2	3	5
Chicken	2	1	1	2	1	1	2	1	2	1	1	2	1
Lamb	19	22	26	22	22	19	22	20	28	22	21	24	21
Ham or picnic	33	33	29	26	26	31	29	28	30	29	26	32	30
Pork roast	22	22	20	18	18	24	22	19	17	23	17	21	20
Pork chops	24	26	25	22	21	24	24	24	23	28	18	26	23
Spareribs	15	16	14	10	11	12	11	13	17	14	10	15	14
Wieners, franks, hot dogs	2	2	2	3	3	2	2	2	2	3	2	2	3
None of them	x	1	1	x	3	2	1	1	1	1	2	1	1
All of them	x	x	x	2	3	2	1	1	1	1	1	2	1
Total	264	272	266	253	246	260	255	257	269	272	237	269	263
Number of respondents	627	603	631	509	715	704	611	1,102	665	776	782	778	763

x Less than 1 percent.

Question 50: Which would not be especially good if you want to serve an inexpensive meal?--Continued

Meats considered not good for inexpensive meal	Family income			Family size			Usage level			
							Chicken		Lamb	
	Lower	Middle	Upper	1 or 2	3 or 4	5 or more	Higher	Lower	Usage	Non-usage
	Percent									
A pot roast of beef	17	16	14	14	17	16				
An oven roast of beef	43	42	47	43	45	43				
Steak (beef)	76	82	85	79	82	83				
Ground beef	2	1	1	2	1	2				
Stew beef	4	4	3	4	3	4				
Chicken	1	2	1	2	2	1	1	2		
Lamb	21	19	26	21	24	21			35	16
Ham or picnic	29	32	27	26	31	34				
Pork roast	22	21	18	18	21	23				
Pork chops	23	24	23	21	23	29				
Spareribs	11	12	16	12	13	16				
Wieners, franks, hot dogs	2	2	2	3	2	2				
None of them	2	1	x	2	x	1				
All of them	1	1	1	2	1	1				
Total	254	259	264	249	265	276				
Number of respondents	982	1,062	859	1,313	1,071	715	1,825	1,222	1,000	2,099

Meats considered not good for inexpensive meal	Usage level											
	Pot roast			Oven roast			Steak			Ground beef		
	Higher	Lower	Non-usage	Higher	Lower	Non-usage	Higher	Lower	Non-usage	Higher	Medium	Lower
A pot roast of beef	14	18	15									
An oven roast of beef				42	48	38						
Steak (beef)							80	84	69			
Ground beef										1	1	2
Stew beef												
Chicken												
Lamb												
Ham or picnic												
Pork roast												
Pork chops												
Spareribs												
Wieners, franks, hot dogs												
None of them												
All of them												
Number of respondents	1,191	1,224	684	1,258	1,281	559	1,729	1,180	190	1,453	1,013	580

x Less than 1 percent.

Question 50: Which would not be especially good if you want to serve an inexpensive meal?--Continued

Meats considered not good for inexpensive meal	Usage level													
	Ham					Spareribs			Pork chops				Pork roast	
	Higher	Higher/ medium	Lower/ medium	Lower	Non-usage	Higher	Lower	Non-usage	Higher	Medium	Lower	Non-usage	Usage	Non-usage
	Percent													
A pot roast of beef														
An oven roast of beef														
Steak (beef)														
Ground beef														
Stew beef														
Chicken														
Lamb														
Ham or picnic	29	27	32	33	20									
Pork roast													22	17
Pork chops									22	25	27	17		
Spareribs						15	14	11						
Wieners, franks, hot dogs														
None of them														
All of them														
Number of respondents	487	739	679	842	352	874	990	1,234	825	806	1,015	452	1,894	1,204

x Less than 1 percent.

Question 51: Which would be especially good if you want to serve an easy-to-prepare meal?

Meats considered good for easy-to-prepare meal	U.S. total	Region				Community size						
		North-east	North Central	South	West	Metropolitan			Urban			Rural
						Total	City	Suburb	Total	City	Suburb	Total
	Percent											
A pot roast of beef	17	16	18	14	24	19	16	23	16	15	17	17
An oven roast of beef	24	24	26	18	30	27	21	36	21	20	22	23
Steak (beef)	32	45	26	26	33	43	41	47	32	36	29	21
Ground beef	56	62	59	48	53	58	59	58	55	54	57	54
Stew beef	10	10	10	10	11	12	12	12	10	12	8	9
Chicken	33	41	26	37	26	35	36	34	36	39	33	29
Lamb	4	7	2	1	6	8	8	7	3	3	2	1
Ham or picnic	24	20	27	24	30	22	19	27	22	23	22	28
Pork roast	7	7	10	3	8	8	8	9	6	6	6	6
Pork chops	17	23	15	16	13	19	18	21	17	19	15	16
Spareribs	5	5	7	3	7	7	6	8	5	6	5	4
Wieners, franks, hot dogs	53	59	55	43	55	55	53	57	52	54	50	51
None of them	x	x	1	x	x	1	1	x	x	1	x	x
All of them	4	6	3	3	3	5	6	4	4	5	4	2
Total	286	325	285	246	299	319	304	343	279	293	270	261
Number of respondents	3,099	874	909	849	467	1,075	648	427	939	464	475	1,085

Meats considered good for easy-to-prepare meal	Homemaker's age					Homemaker's education				Season			
	Under 30	30-39	40-49	50-59	60 and over	Grade school	Some high school	Completed high school	Any college	Winter	Spring	Summer	Fall
A pot roast of beef	15	20	18	17	16	13	14	19	22	18	16	16	18
An oven roast of beef	21	30	29	18	20	15	20	27	32	24	24	24	24
Steak (beef)	31	34	36	33	27	26	26	34	42	34	31	31	33
Ground beef	61	55	57	56	51	57	55	56	55	59	53	58	54
Stew beef	9	11	12	9	10	11	12	10	10	11	8	11	11
Chicken	36	35	32	29	34	37	35	32	32	37	31	33	33
Lamb	3	3	5	4	4	3	3	4	5	3	3	4	5
Ham or picnic	24	25	31	22	21	18	23	26	29	30	23	23	22
Pork roast	6	10	9	5	5	5	6	7	8	8	6	6	8
Pork chops	24	16	18	14	13	17	18	16	18	21	15	15	19
Spareribs	5	7	6	4	5	6	6	6	4	5	5	6	6
Wieners, franks, hot dogs	60	58	56	52	39	50	54	53	55	60	52	51	49
None of them	-	x	x	x	1	1	x	x	x	x	1	1	-
All of them	2	4	3	4	6	5	4	3	3	3	4	4	5
Total	297	308	312	267	252	264	276	293	315	313	272	283	287
Number of respondents	627	603	631	509	715	704	611	1,102	665	776	782	778	763

x Less than 1 percent.

Question 51: Which would be especially good if you want to serve an easy-to-prepare meal?--Continued

Meats considered good for easy-to-prepare meal	Family income			Family size			Usage level			
							Chicken		Lamb	
	Lower	Middle	Upper	1 or 2	3 or 4	5 or more	Higher	Lower	Usage	Non-usage
	Percent									
A pot roast of beef	14	19	19	18	16	17				
An oven roast of beef	14	25	33	20	27	27				
Steak (beef)	23	31	45	34	32	29				
Ground beef	55	58	55	52	59	59				
Stew beef	11	9	11	9	11	11				
Chicken	37	32	30	34	33	34	39	27		
Lamb	3	4	5	4	4	2			11	1
Ham or picnic	21	23	30	22	26	27				
Pork roast	5	7	8	6	7	9				
Pork chops	17	19	16	16	19	17				
Spareribs	5	6	6	5	5	7				
Wieners, franks, hot dogs	48	56	55	45	57	61				
None of them	1	x	x	1	x	x				
All of them	4	4	3	4	3	3				
Total	258	293	316	270	299	303				
Number of respondents	982	1,062	859	1,313	1,071	715	1,825	1,222	1,000	2,099

Meats considered good for easy-to-prepare meal	Usage level											
	Pot roast			Oven roast			Steak			Ground beef		
	Higher	Lower	Non-usage	Higher	Lower	Non-usage	Higher	Lower	Non-usage	Higher	Medium	Lower
A pot roast of beef	25	16	6									
An oven roast of beef				35	19	8						
Steak (beef)							39	26	7			
Ground beef										62	54	47
Stew beef												
Chicken												
Lamb												
Ham or picnic												
Pork roast												
Pork chops												
Spareribs												
Wieners, franks, hot dogs												
None of them												
All of them												
Number of respondents	1,191	1,224	684	1,258	1,281	559	1,729	1,180	190	1,453	1,013	580

x Less than 1 percent.

Question 51: Which would be especially good if you want to serve an easy-to-prepare meal?--Continued

Meats considered good for easy-to-prepare meal	Usage level													
	Ham					Spareribs			Pork chops				Pork roast	
	Higher	Higher/ medium	Lower/ medium	Lower	Non-usage	Higher	Lower	Non-usage	Higher	Medium	Lower	Non-usage	Usage	Non usage
	Percent													
A pot roast of beef														
An oven roast of beef														
Steak (beef)														
Ground beef														
Stew beef														
Chicken														
Lamb														
Ham or picnic	29	32	27	19	11								9	3
Pork roast														
Pork chops									25	21	14	5		
Spareribs						11	6	1						
Wieners, franks, hot dogs														
None of them														
All of them														
Number of respondents	487	739	679	842	352	874	990	1,234	825	806	1,015	452	1,894	1,204

x Less than 1 percent.

Question 52: Which would not be especially good if you want to serve an easy-to-prepare meal?

Meats considered not good for easy-to-prepare meal	U.S. total	Region				Community size						
		North-east	North Central	South	West	Metropolitan			Urban			Rural
						Total	City	Suburb	Total	City	Suburb	Total
	Percent											
A pot roast of beef	31	39	26	31	25	32	32	33	34	38	29	27
An oven roast of beef	33	33	30	39	27	28	28	28	38	41	35	33
Steak (beef)	13	8	15	16	15	8	7	10	11	11	11	19
Ground beef	2	2	2	3	2	2	2	2	2	2	1	2
Stew beef	23	29	22	16	29	27	24	31	24	24	24	19
Chicken	17	14	21	12	24	14	11	19	16	11	21	21
Lamb	13	17	9	11	13	15	15	15	12	15	9	11
Ham or picnic	12	14	11	13	10	13	13	13	15	16	14	9
Pork roast	24	30	20	26	20	23	21	26	26	31	21	24
Pork chops	11	10	12	9	13	11	9	14	9	7	11	12
Spareribs	24	21	29	19	31	24	21	27	21	19	24	27
Wieners, franks, hot dogs	1	x	x	1	1	x	x	1	1	2	x	1
None of them	12	14	11	12	10	15	16	13	12	11	12	9
All of them	1	x	1	1	1	1	1	x	1	1	1	1
Total	217	231	209	209	221	213	200	232	222	229	213	215
Number of respondents	3,099	874	909	849	467	1,075	648	427	939	464	475	1,085

Meats considered not good for easy-to-prepare meal	Homemaker's age					Homemaker's education				Season			
	Under 30	30-39	40-49	50-59	60 and over	Grade school	Some high school	Completed high school	Any college	Winter	Spring	Summer	Fall
A pot roast of beef	32	32	32	31	28	32	29	33	27	35	30	31	27
An oven roast of beef	33	31	30	35	35	37	35	32	28	36	33	33	29
Steak (beef)	12	13	13	11	16	14	14	13	11	14	11	13	14
Ground beef	2	2	2	2	2	3	2	1	3	2	2	2	2
Stew beef	24	25	24	26	19	22	22	23	27	23	24	23	23
Chicken	18	19	17	17	15	14	17	18	18	18	18	18	14
Lamb	15	15	12	12	10	11	14	12	14	12	11	13	14
Ham or picnic	14	12	11	11	12	11	13	13	12	14	12	11	13
Pork roast	23	25	24	26	24	24	27	23	24	27	22	23	24
Pork chops	9	11	12	9	11	8	12	11	12	9	9	12	11
Spareribs	32	28	26	21	15	17	21	26	33	26	24	23	25
Wieners, franks, hot dogs	x	x	1	1	1	1	1	x	x	1	1	x	1
None of them	8	10	12	13	16	13	11	13	10	12	12	11	12
All of them	x	1	1	1	1	1	1	1	x	1	1	1	x
Total	222	224	217	216	205	208	219	219	219	230	210	214	209
Number of respondents	627	603	631	509	715	704	611	1,102	665	776	782	778	763

x Less than 1 percent.

Question 52: Which would not be especially good if you want to serve an easy-to-prepare meal?--Continued

Meats considered not good for easy-to-prepare meal	Family income			Family size			Usage level			
							Chicken		Lamb	
	Lower	Middle	Upper	1 or 2	3 or 4	5 or more	Higher	Lower	Usage	Non-usage
	Percent									
A pot roast of beef	31	31	30	29	33	32				
An oven roast of beef	38	34	27	34	32	32				
Steak (beef)	15	12	11	13	12	14				
Ground beef	2	2	2	2	2	2				
Stew beef	19	24	27	23	23	26				
Chicken	14	18	20	15	17	20	14	22		
Lamb	12	12	15	12	12	15			17	11
Ham or picnic	12	14	10	13	11	12				
Pork roast	26	24	23	23	25	25				
Pork chops	10	10	12	10	11	12				
Spareribs	19	25	30	20	27	28				
Wieners, franks, hot dogs	1	1	x	1	1	x				
None of them	12	12	12	14	11	9				
All of them	1	1	1	1	x	1				
Total	212	220	220	210	217	228				
Number of respondents	982	1,062	859	1,313	1,071	715	1,825	1,222	1,000	2,099

Meats considered not good for easy-to-prepare meal	Usage level											
	Pot Roast			Oven Roast			Steak			Ground beef		
	Higher	Lower	Non-usage	Higher	Lower	Non-usage	Higher	Lower	Non-usage	Higher	Medium	Lower
A pot roast of beef	29	34	29									
An oven roast of beef				26	38	35						
Steak (beef)							10	17	14			
Ground beef										2	2	3
Stew beef												
Chicken												
Lamb												
Ham or picnic												
Pork roast												
Pork chops												
Spareribs												
Wieners, franks, hot dogs												
None of them												
All of them												
Number of respondents	1,191	1,224	684	1,258	1,281	559	1,729	1,180	190	1,453	1,013	580

x Less than 1 percent.

Question 52: Which would not be especially good if you want to serve an easy-to-prepare meal?--Continued

Meats considered not good for easy-to-prepare meal	Usage level													
	Ham					Spareribs			Pork chops				Pork roast	
	Higher	Higher/ medium	Lower/ medium	Lower	Non-usage	Higher	Lower	Non-usage	Higher	Medium	Lower	Non-usage	Usage	Non-Usage
	Percent													
A pot roast of beef														
An oven roast of beef														
Steak (beef)														
Ground beef														
Stew beef														
Chicken														
Lamb														
Ham or picnic	9	12	10	16	12									
Pork roast												23	26	22
Pork chops									8	9	13			
Spareribs						25	27	21						
Wieners, franks, hot dogs														
None of them														
All of them														
Number of respondents	487	739	679	842	352	874	990	1,234	825	806	1,015	452	1,894	1,204

x Less than 1 percent.

Question 53: Which would be especially good when special guests are coming to eat?

Meats considered good for special guests	U.S. total	Region				Community size						
		North-east	North Central	South	West	Metropolitan			Urban			Rural
						Total	City	Suburb	Total	City	Suburb	Total
	Percent											
A pot roast of beef	16	20	13	15	16	17	15	21	14	17	11	16
An oven roast of beef	60	69	57	54	63	65	58	75	65	64	66	52
Steak (beef)	50	46	47	54	58	48	48	47	54	55	54	49
Ground beef	4	3	4	3	4	4	4	5	3	4	3	3
Stew beef	2	2	2	2	1	3	2	4	2	3	x	1
Chicken	40	43	36	41	39	40	39	42	36	38	34	43
Lamb	6	10	4	2	9	11	10	12	4	4	4	3
Ham or picnic	32	29	39	25	39	30	29	32	29	26	32	37
Pork roast	10	13	10	6	8	12	11	14	8	9	7	8
Pork chops	5	5	6	5	5	6	6	5	5	4	5	6
Spareribs	3	3	4	2	6	5	6	4	3	2	3	2
Wieners, franks, hot dogs	1	1	1	2	1	1	1	2	1	1	1	1
None of them	1	x	x	1	1	1	1	1	1	1	-	x
All of them	1	1	1	1	x	1	1	-	1	1	x	1
Total	231	245	224	213	250	244	231	264	226	229	220	222
Number of respondents	3,099	874	909	849	467	1,075	648	427	939	464	475	1,085

Meats considered good for special guests	Homemaker's age					Homemaker's education				Season			
	Under 30	30-39	40-49	50-59	60 and over	Grade school	Some high school	Completed high school	Any college	Winter	Spring	Summer	Fall
A pot roast of beef	19	17	15	16	13	15	15	18	14	15	18	15	16
An oven roast of beef	58	63	66	61	55	48	58	65	68	62	59	59	61
Steak (beef)	53	54	53	49	43	41	49	51	59	57	48	51	45
Ground beef	3	4	4	2	4	4	4	4	2	4	2	4	4
Stew beef	2	2	2	2	2	3	1	1	1	2	2	2	2
Chicken	34	37	43	37	47	47	40	38	36	43	37	40	39
Lamb	4	6	6	6	7	3	5	6	9	6	5	5	7
Ham or picnic	36	37	36	28	25	26	29	35	36	34	30	31	33
Pork roast	11	11	10	9	7	9	10	10	9	11	9	7	12
Pork chops	6	5	6	3	6	7	6	5	4	7	4	5	6
Spareribs	6	4	3	2	2	3	3	3	5	4	3	3	4
Wieners, franks, hot dogs	1	1	1	1	1	1	1	1	1	1	1	1	1
None of them	x	x	1	1	1	2	-	x	1	x	1	1	1
All of them	1	x	x	1	1	2	x	x	x	x	1	1	1
Total	234	241	246	218	214	211	221	237	245	246	220	225	232
Number of respondents	627	603	631	509	715	704	611	1,102	665	776	782	778	763

x Less than 1 percent.

Question 53: Which would be especially good when special guests are coming to eat?--Continued

Meats considered good for special guests	Family income			Family size			Usage level			
							Chicken		Lamb	
	Lower	Middle	Upper	1 or 2	3 or 4	5 or more	Higher	Lower	Usage	Non-usage
	Percent									
A pot roast of beef	15	18	15	14	19	16				
An oven roast of beef	50	64	68	59	63	60				
Steak (beef)	46	49	58	48	53	51				
Ground beef	4	4	3	3	4	4				
Stew beef	2	2	1	2	2	1				
Chicken	46	37	36	41	39	39	42	38		
Lamb	4	5	8	7	6	5			16	1
Ham or picnic	26	35	36	26	35	39				
Pork roast	9	11	9	8	9	13				
Pork chops	7	5	5	5	5	7				
Spareribs	3	3	4	3	3	4				
Wieners, franks, hot dogs	1	1	1	1	1	1				
None of them	1	x	x	1	x	x				
All of them	2	x	x	1	x	x				
Total	216	234	244	219	239	240				
Number of respondents	982	1,062	859	1,313	1,071	715	1,825	1,222	1,000	2,099

Meats considered good for special guests	Usage level											
	Pot roast			Oven roast			Steak			Ground beef		
	Higher	Lower	Non-usage	Higher	Lower	Non-usage	Higher	Lower	Non-usage	Higher	Medium	Lower
A pot roast of beef	23	15	6									
An oven roast of beef				72	61	35						
Steak (beef)							56	46	22			
Ground beef										5	2	3
Stew beef												
Chicken												
Lamb												
Ham or picnic												
Pork roast												
Pork chops												
Spareribs												
Wieners, franks, hot dogs												
None of them												
All of them												
Number of respondents	1,191	1,224	684	1,258	1,281	559	1,729	1,180	190	1,453	1,013	580

x Less than 1 percent.

Question 53: Which would be especially good when special guests are coming to eat?--Continued

Meats considered good for special guests	Usage level													
	Ham					Spareribs			Pork chops				Pork roast	
	Higher	Higher/ medium	Lower/ medium	Lower	Non-usage	Higher	Lower	Non-usage	Higher	Medium	Lower	Non-usage	Usage	Non-usage
	Percent													
A pot roast of beef														
An oven roast of beef														
Steak (beef)														
Ground beef														
Stew beef														
Chicken														
Lamb														
Ham or picnic	33	36	36	33	10									
Pork roast													13	5
Pork chops									6	7	5	2		
Spareribs						6	3	2						
Wieners, franks, hot dogs														
None of them														
All of them														
Number of respondents	487	739	679	842	352	874	990	1,234	825	806	1,015	452	1,894	1,204

x Less than 1 percent.

Question 54: Which would not be especially good when special guests are coming to eat?

Meats considered not good for special guests	U.S. total	Region				Community size						
		North-east	North Central	South	West	Metropolitan			Urban			Rural
						Total	City	Suburb	Total	City	Suburb	Total
	Percent											
A pot roast of beef	8	9	8	7	7	11	10	11	7	7	8	6
An oven roast of beef	1	1	1	2	1	1	1	1	2	2	1	1
Steak (beef)	5	5	6	5	4	6	6	6	5	5	5	5
Ground beef	40	47	39	34	44	43	39	48	43	42	44	36
Stew beef	35	39	34	28	39	36	31	43	34	30	38	34
Chicken	4	6	3	3	4	5	4	6	3	4	3	4
Lamb	21	24	16	25	20	20	19	21	20	23	17	24
Ham or picnic	5	9	4	4	5	7	6	9	5	7	3	3
Pork roast	15	17	10	19	13	15	13	17	16	18	14	14
Pork chops	17	23	13	16	15	21	21	20	18	21	16	12
Spareribs	28	35	25	24	26	26	23	32	26	26	27	30
Wieners, franks, hot dogs	66	70	68	55	73	68	67	70	66	68	64	64
None of them	3	2	3	5	2	3	3	3	2	4	1	3
All of them	1	x	x	1	1	x	x	1	1	2	x	x
Total	249	287	230	228	254	262	243	288	248	259	241	236
Number of respondents	3,099	874	909	849	467	1,075	648	427	939	464	475	1,085

Meats considered not good for special guests	Homemaker's age					Homemaker's education				Season			
	Under 30	30-39	40-49	50-59	60 and over	Grade school	Some high school	Completed high school	Any college	Winter	Spring	Summer	Fall
A pot roast of beef	6	9	9	7	9	7	8	8	10	10	6	8	9
An oven roast of beef	1	2	1	1	2	2	1	1	2	1	1	2	1
Steak (beef)	4	6	6	3	6	4	5	6	5	5	4	4	7
Ground beef	48	41	44	36	33	31	38	45	45	45	39	39	39
Stew beef	32	40	36	33	31	27	34	36	42	36	35	31	36
Chicken	7	4	3	3	2	3	4	4	5	4	3	4	5
Lamb	17	21	22	26	21	26	22	19	21	20	20	25	20
Ham or picnic	4	5	5	5	6	6	6	5	5	4	5	6	6
Pork roast	13	14	15	15	17	15	14	14	17	13	13	19	14
Pork chops	16	20	17	15	16	12	16	18	22	15	16	19	17
Spareribs	21	31	30	28	28	26	28	28	28	27	26	29	28
Wieners, franks, hot dogs	70	72	67	62	59	61	68	67	69	72	66	61	64
None of them	3	3	2	4	5	6	1	3	2	4	3	3	2
All of them	x	-	x	1	2	2	x	-	x	x	1	x	x
Total	242	268	257	239	237	228	245	254	273	256	238	250	248
Number of respondents	627	603	631	509	715	704	611	1,102	665	776	782	778	763

x Less than 1 percent

Question 54: Which would not be especially good when special guests are coming to eat?--Continued

Meats considered not good for special guests	Family income			Family size			Usage level			
							Chicken		Lamb	
	Lower	Middle	Upper	1 or 2	3 or 4	5 or more	Higher	Lower	Usage	Non-Usage
	Percent									
A pot roast of beef	7	7	10	9	7	9				
An oven roast of beef	2	1	1	2	1	1				
Steak (beef)	4	5	6	5	5	5				
Ground beef	35	43	46	38	43	41				
Stew beef	28	35	41	33	35	36				
Chicken	3	5	4	3	5	5	3	5		
Lamb	25	19	20	22	21	20			18	23
Ham or picnic	7	4	5	6	4	5				
Pork roast	16	14	14	16	14	14				
Pork chops	16	16	19	16	18	17				
Spareribs	26	28	28	28	26	29				
Wieners, franks, hot dogs	60	70	70	62	69	68				
None of them	5	3	1	4	3	2				
All of them	1	x	x	1	x	x				
Total	235	250	265	245	251	252				
Number of respondents	982	1,062	859	1,313	1,071	715	1,825	1,222	1,000	2,099

Meats considered not good for special guests	Usage level											
	Pot roast			Oven roast			Steak			Ground beef		
	Higher	Lower	Non-usage	Higher	Lower	Non-usage	Higher	Lower	Non-usage	Higher	Medium	Lower
A pot roast of beef	7	10	7									
An oven roast of beef				1	1	2						
Steak (beef)							5	5	4			
Ground beef										41	42	37
Stew beef												
Chicken												
Lamb												
Ham or picnic												
Pork roast												
Pork chops												
Spareribs												
Wieners, franks, hot dogs												
None of them												
All of them												
Number of respondents	1,191	1,224	684	1,258	1,281	559	1,729	1,180	190	1,453	1,013	580

x Less than 1 percent.

Question 54: Which would not be especially good when special guests are coming to eat?--Continued

Meats considered not good for special guests	Usage level													
	Ham					Spareribs			Pork chops				Pork roast	
	Higher	Higher/ medium	Lower/ medium	Lower	Non-usage	Higher	Lower	Non-usage	Higher	Medium	Lower	Non-usage	Usage	Non-Usage
	Percent													
A pot roast of beef														
An oven roast of beef														
Steak (beef)														
Ground beef														
Stew beef														
Chicken														
Lamb														
Ham or picnic	6	4	4	5	10									
Pork roast													14	16
Pork chops									17	17	16	19		
Spareribs						27	28	27						
Wieners, franks, hot dogs														
None of them														
All of them														
Number of respondents	487	739	679	842	352	874	990	1,234	825	806	1,015	452	1,894	1,204

x Less than 1 percent.

Question 55: Which would be especially good when you are not sure which meats your guests like?

Meats considered good when not sure of guests' likes	U.S. total	Region				Community size						
		North-east	North Central	South	West	Metropolitan			Urban			Rural
						Total	City	Suburb	Total	City	Suburb	Total
	Percent											
A pot roast of beef	15	15	14	14	19	15	15	16	16	18	14	15
An oven roast of beef	51	59	50	39	61	57	51	66	52	54	49	45
Steak (beef)	40	41	32	42	51	39	40	37	46	45	48	35
Ground beef	7	7	9	4	6	8	8	6	6	8	5	6
Stew beef	3	3	2	2	3	4	4	3	2	3	2	2
Chicken	43	46	36	48	40	44	45	43	40	43	36	45
Lamb	1	3	x	1	1	3	3	3	1	2	x	1
Ham or picnic	18	16	21	18	13	15	15	16	18	18	18	20
Pork roast	3	3	4	1	2	4	4	3	2	3	1	3
Pork chops	3	3	4	2	2	3	4	1	3	4	1	2
Spareribs	1	1	1	1	1	2	3	x	1	2	x	1
Wieners, franks, hot dogs	1	2	1	1	x	1	2	1	1	2	1	1
None of them	1	x	1	1	1	1	1	1	1	2	-	1
All of them	1	1	1	1	x	1	1	1	1	2	x	1
Total	188	200	176	175	200	197	196	197	190	206	175	178
Number of respondents	3,099	874	909	849	467	1,075	648	427	939	464	475	1,085

Meats considered good when not sure of guests' likes	Homemaker's age					Homemaker's education				Season			
	Under 30	30-39	40-49	50-59	60 and over	Grade school	Some high school	Completed high school	Any college	Winter	Spring	Summer	Fall
A pot roast of beef	17	18	14	12	15	14	13	16	17	15	18	13	15
An oven roast of beef	46	51	56	55	48	39	46	55	61	51	51	50	51
Steak (beef)	44	43	40	36	36	30	39	41	49	41	41	43	35
Ground beef	8	8	7	4	5	7	7	6	7	7	6	8	7
Stew beef	3	4	1	2	2	3	3	2	2	3	2	3	3
Chicken	40	43	45	43	45	48	44	41	41	46	40	43	43
Lamb	1	1	2	2	2	1	2	2	2	1	1	2	2
Ham or picnic	18	20	21	15	14	16	18	20	15	20	18	18	15
Pork roast	2	4	3	2	3	4	3	3	2	3	2	3	3
Pork chops	2	2	4	2	4	5	1	3	2	3	2	3	3
Spareribs	1	2	1	x	1	1	2	1	1	1	1	2	1
Wieners, franks, hot dogs	1	1	2	1	1	1	2	1	1	1	1	2	1
None of them	x	1	1	1	2	3	1	1	-	1	1	1	1
All of them	1	1	x	1	1	2	1	1	x	1	1	1	1
Total	184	199	197	176	179	174	182	193	200	194	185	192	181
Number of respondents	627	603	631	509	715	704	611	1,102	665	776	782	778	763

x Less than 1 percent.

Question 55: Which would be especially good when you are not sure which meats your guests like?--Continued

Meats considered good when not sure of guests' likes	Family income			Family size			Usage level			
							Chicken		Lamb	
	Lower	Middle	Upper	1 or 2	3 or 4	5 or more	Higher	Lower	Usage	Non-usage
	Percent									
A pot roast of beef	14	17	15	14	16	16				
An oven roast of beef	42	52	61	49	54	49				
Steak (beef)	34	40	47	39	41	40				
Ground beef	6	7	7	6	6	8				
Stew beef	2	3	2	3	2	3				
Chicken	48	42	38	44	41	44	48	36		
Lamb	1	1	2	1	1	2			4	x
Ham or picnic	15	19	18	14	19	22				
Pork roast	3	3	2	3	2	4				
Pork chops	3	3	2	3	2	3				
Spareribs	2	1	1	1	1	2				
Wieners, franks, hot dogs	2	1	1	1	1	1				
None of them	2	1	x	2	x	1				
All of them	2	1	1	1	1	1				
Total	176	191	197	181	187	196				
Number of respondents	982	1,062	859	1,313	1,071	715	1,825	1,222	1,000	2,099

Meats considered good when not sure of guests' likes	Usage level											
	Pot roast			Oven roast			Steak			Ground beef		
	Higher	Lower	Non-usage	Higher	Lower	Non-usage	Higher	Lower	Non-usage	Higher	Medium	Lower
A pot roast of beef	22	14	6									
An oven roast of beef				60	52	30						
Steak (beef)							47	34	13			
Ground beef										9	5	4
Stew beef												
Chicken												
Lamb												
Ham or picnic												
Pork roast												
Pork chops												
Spareribs												
Wieners, franks, hot dogs												
None of them												
All of them												
Number of respondents	1,191	1,224	684	1,258	1,281	559	1,729	1,180	190	1,453	1,013	580

x Less than 1 percent.

Question 55: Which would be especially good when you are not sure which meats your guests like?--Continued

Meats considered good when not sure of guests' likes	Usage level													
	Ham					Spareribs			Pork chops				Pork roast	
	Higher	Higher/ medium	Lower/ medium	Lower	Non-usage	Higher	Lower	Non-usage	Higher	Medium	Lower	Non-usage	Usage	Non-usage
	Percent													
A pot roast of beef														
An oven roast of beef														
Steak (beef)														
Ground beef														
Stew beef														
Chicken														
Lamb														
Ham or picnic	25	20	19	14	9								3	2
Pork roast									3	3	2	2		
Pork chops						3	1	x						
Spareribs														
Wieners, franks, hot dogs														
None of them														
All of them														
Number of respondents	487	739	679	842	352	874	990	1,234	825	806	1,015	452	1,894	1,204

x Less than 1 percent.

Question 56: Which would not be especially good when you are not sure which meats your guests like?

Meats considered not good when not sure of guests' likes	U.S. total	Region				Community size						
		North-east	North Central	South	West	Metropolitan			Urban			Rural
						Total	City	Suburb	Total	City	Suburb	Total
	Percent											
A pot roast of beef	7	9	5	6	5	8	7	10	6	6	6	5
An oven roast of beef	2	2	1	2	1	1	2	x	2	1	2	2
Steak (beef)	3	3	3	3	1	2	2	3	3	5	2	3
Ground beef	13	17	11	13	12	15	12	20	13	13	12	12
Stew beef	18	21	18	16	14	20	17	23	18	17	18	16
Chicken	7	7	7	5	9	7	6	7	7	6	8	6
Lamb	51	51	47	51	61	48	48	48	51	50	51	55
Ham or picnic	15	18	11	10	23	18	16	21	14	13	15	12
Pork roast	42	47	37	39	47	45	44	47	45	45	44	37
Pork chops	29	37	22	25	34	34	34	35	30	33	28	23
Spareribs	35	39	36	29	36	33	30	37	33	30	37	38
Wieners, franks, hot dogs	32	32	34	28	33	32	29	36	29	31	28	33
None of them	3	2	3	5	1	3	3	4	2	3	1	3
All of them	1	x	1	1	1	1	1	1	1	2	1	1
Total	258	285	236	233	278	267	251	292	254	255	253	246
Number of respondents	3,099	874	909	849	467	1,075	648	427	939	464	475	1,085

Meats considered not good when not sure of guests' likes	Homemaker's age					Homemaker's education				Season			
	Under 30	30-39	40-49	50-59	60 and over	Grade school	Some high school	Completed high school	Any college	Winter	Spring	Summer	Fall
A pot roast of beef	7	6	8	6	5	6	6	7	7	7	4	8	7
An oven roast of beef	3	2	1	1	2	2	2	2	2	2	1	2	2
Steak (beef)	3	3	3	2	3	3	2	4	2	2	3	2	5
Ground beef	11	15	15	12	13	14	15	13	12	13	10	15	15
Stew beef	15	20	21	15	17	15	18	20	17	16	18	19	18
Chicken	9	9	7	5	4	4	7	7	10	8	6	7	7
Lamb	50	53	55	52	47	47	48	52	57	53	53	50	49
Ham or picnic	15	16	15	15	14	11	14	14	21	15	14	15	16
Pork roast	41	46	44	41	38	30	42	44	52	44	40	45	40
Pork chops	31	32	29	27	25	22	27	30	38	28	26	32	29
Spareribs	35	35	36	35	33	29	33	36	40	37	32	36	34
Wieners, franks, hot dogs	27	33	34	30	34	33	34	29	32	32	30	33	32
None of them	2	3	3	4	4	6	2	2	2	4	3	2	2
All of them	x	1	x	1	2	2	1	1	-	1	1	1	1
Total	249	274	271	246	241	224	251	261	292	262	241	267	257
Number of respondents	627	603	631	509	715	704	611	1,102	665	776	782	778	763

x Less than 1 percent.

Question 56: Which would not be especially good when you are not sure which meats your guests like?--Continued

Meats considered not good when not sure of guests' likes	Family income			Family size			Usage level			
							Chicken		Lamb	
	Lower	Middle	Upper	1 or 2	3 or 4	5 or more	Higher	Lower	Usage	Non-usage
	Percent									
A pot roast of beef	6	6	7	6	7	7				
An oven roast of beef	2	2	1	2	2	2				
Steak (beef)	3	3	2	3	3	3				
Ground beef	14	11	15	13	13	14				
Stew beef	15	19	19	16	18	20				
Chicken	5	7	8	5	7	8	5	9		
Lamb	48	52	56	50	53	52			49	52
Ham or picnic	12	14	19	15	15	14				
Pork roast	38	40	51	43	41	43				
Pork chops	25	28	35	29	29	29				
Spareribs	32	35	39	35	34	36				
Wieners, franks, hot dogs	32	31	32	32	31	33				
None of them	4	2	2	3	3	3				
All of them	2	1	x	2	x	x				
Total	238	251	286	254	256	264				
Number of respondents	982	1,062	859	1,313	1,071	715	1,825	1,222	1,000	2,099

Meats considered not good when not sure of guests' likes	Usage level											
	Pot roast			Oven roast			Steak			Ground beef		
	Higher	Lower	Non-usage	Higher	Lower	Non-usage	Higher	Lower	Non-usage	Higher	Medium	Lower
A pot roast of beef	5	8	6									
An oven roast of beef				1	2	1						
Steak (beef)							2	4	2			
Ground beef										12	14	16
Stew beef												
Chicken												
Lamb												
Ham or picnic												
Pork roast												
Pork chops												
Spareribs												
Wieners, franks, hot dogs												
None of them												
All of them												
Number of respondents	1,191	1,224	684	1,258	1,281	559	1,729	1,180	190	1,453	1,013	580

x Less than 1 percent.

Question 56: Which would not be especially good when you are not sure which meat your guests like?--Continued

Meats considered not good when not sure of guests' likes	Usage level													
	Ham					Spareribs			Pork chops				Pork roast	
	Higher	Higher/ medium	Lower/ medium	Lower	Non-usage	Higher	Lower	Non-usage	Higher	Medium	Lower	Non-usage	Usage	Non-usage
	Percent													
A pot roast of beef														
An oven roast of beef														
Steak (beef)														
Ground beef														
Stew beef														
Chicken														
Lamb														
Ham or picnic	13	15	16	14	15									
Pork roast													42	42
Pork chops									26	27	31	32		
Spareribs						33	38	34						
Wieners, franks, hot dogs														
None of them														
All of them														
Number of respondents	487	739	679	842	352	874	990	1,234	825	806	1,015	452	1,894	1,204

x Less than 1 percent.

Question 57: Have you done any outdoor cooking or barbecuing in the past 12 months or not?

Outdoor cooking	U.S. total	Region				Community size						
		North-east	North Central	South	West	Metropolitan			Urban			Rural
						Total	City	Suburb	Total	City	Suburb	Total
	Percent											
Yes, I have	57	55	60	51	63	57	50	67	61	52	69	53
No, I have not	43	45	40	49	37	43	50	33	39	48	31	47
Total	100	100	100	100	100	100	100	100	100	100	100	100
Number of respondents	3,099	874	909	849	467	1,075	648	427	939	464	475	1,085

Outdoor cooking	Homemaker's age					Homemaker's education				Season			
	Under 30	30-39	40-49	50-59	60 and over	Grade school	Some high school	Completed high school	Any college	Winter	Spring	Summer	Fall
Yes, I have	68	74	70	52	24	30	54	68	69	57	60	54	55
No, I have not	32	26	30	48	76	70	46	32	31	43	40	46	45
Total	100	100	100	100	100	100	100	100	100	100	100	100	100
Number of respondents	627	603	631	509	715	704	611	1,102	665	776	782	778	763

Outdoor cooking	Family income			Family size		
	Lower	Middle	Upper	1 or 2	3 or 4	5 or more
Yes, I have	28	69	75	39	70	70
No, I have not	72	31	25	61	30	30
Total	100	100	100	100	100	100
Number of respondents	982	1,062	859	1,313	1,071	715

Question 59: In the past 3 months have you or have you not tried any new recipes for preparing beef, pork, chicken or any other meat?

New recipes	U.S. total	Region				Community size						
		North-east	North Central	South	West	Metropolitan			Urban			Rural
						Total	City	Suburb	Total	City	Suburb	Total
	Percent											
Yes	30	23	32	25	46	35	31	40	28	25	32	26
No	70	77	68	75	54	65	69	60	72	75	68	74
Total	100	100	100	100	100	100	100	100	100	100	100	100
Number of respondents	3,099	874	909	849	467	1,075	648	427	939	464	475	1,085

New recipes	Homemaker's age					Homemaker's education				Season			
	Under 30	30-39	40-49	50-59	60 and over	Grade school	Some high school	Completed high school	Any college	Winter	Spring	Summer	Fall
Yes	42	40	34	23	13	9	25	33	52	28	33	29	29
No	58	60	66	77	87	91	75	67	48	72	67	71	71
Total	100	100	100	100	100	100	100	100	100	100	100	100	100
Number of respondents	627	603	631	509	715	704	611	1,102	665	776	782	778	763

New recipes	Family income			Family size		
	Lower	Middle	Upper	1 or 2	3 or 4	5 or more
Yes	15	32	46	22	34	37
No	85	68	54	78	66	63
Total	100	100	100	100	100	100
Number of respondents	982	1,062	859	1,313	1,071	715

Question 62: Would you or would you not like to learn more about cooking any of these meats?

Meats would like to learn more about cooking	U.S. total	Region				Community size						
		North-east	North Central	South	West	Metropolitan			Urban			Rural
						Total	City	Suburb	Total	City	Suburb	Total
	Percent											
A pot roast of beef	15	14	14	16	14	16	17	15	15	14	16	12
An oven roast of beef	14	10	13	16	16	15	18	10	15	16	15	11
Steak (beef)	12	9	12	14	16	11	11	10	12	11	14	14
Ground beef	19	13	20	22	21	18	18	17	16	16	15	21
Stew beef, dishes made with stew beef	15	15	16	14	15	16	16	16	14	13	16	14
Chicken	18	19	16	20	16	22	22	21	15	14	16	17
Lamb	8	8	9	7	11	10	11	9	9	9	8	6
Bacon	2	1	2	1	4	2	1	2	2	2	2	2
Ham or picnic	6	5	7	5	8	6	6	6	6	6	5	6
Smoked pork sausage	2	1	2	2	3	2	2	2	2	2	1	2
Fresh pork sausage	3	2	3	2	5	3	3	3	2	3	2	2
Pork roast	8	7	9	7	9	8	9	7	7	7	7	8
Pork chops	7	5	9	7	8	7	7	7	6	6	7	8
Spareribs	9	8	11	7	9	9	9	8	9	9	8	9
Other	1	1	1	1	x	1	1	1	1	1	1	1
None of them	38	44	37	35	35	37	37	37	40	45	36	38
All of them	19	16	19	19	24	20	18	23	18	17	20	19
Total	196	178	200	195	214	203	206	194	189	191	189	190
Number of respondents	3,099	874	909	849	467	1,075	648	427	939	464	475	1,085

x Less than 1 percent.

Question 62: Would you or would you not like to learn more about cooking any of these meats?--Continued

Meats would like to learn more about cooking	Homemaker's age					Homemaker's education				Season			
	Under 30	30-39	40-49	50-59	60 and over	Grade school	Some high school	Completed high school	Any college	Winter	Spring	Summer	Fall
	Percent												
A pot roast of beef	22	18	15	11	8	11	16	14	18	18	14	13	14
An oven roast of beef	22	14	13	13	7	10	16	13	16	15	15	13	12
Steak (beef)	21	13	11	9	7	8	16	12	14	12	12	12	12
Ground beef	26	23	19	17	9	13	19	20	21	23	16	18	18
Stew beef, dishes made with stew beef	24	19	15	11	6	9	16	15	20	16	15	15	14
Chicken	26	23	19	14	9	12	19	19	22	23	16	17	15
Lamb	13	10	8	7	5	5	7	8	13	9	8	7	10
Bacon	4	2	2	2	x	1	3	1	3	2	2	2	2
Ham or picnic	10	6	7	5	2	3	5	6	9	6	6	5	6
Smoked pork sausage	5	2	1	1	x	1	2	2	3	2	2	2	2
Fresh pork sausage	6	2	3	1	x	x	4	3	3	2	4	2	2
Pork roast	17	9	6	5	2	4	8	8	11	8	8	7	7
Pork chops	16	9	5	5	2	4	7	8	10	9	7	6	7
Spareribs	18	9	9	6	2	5	9	9	11	11	8	8	9
Other	1	2	1	x	x	x	1	1	2	1	1	1	2
None of them	16	28	33	47	65	54	35	34	31	36	38	38	41
All of them	23	19	25	17	12	15	20	21	20	16	20	21	19
Total	270	208	192	171	136	155	203	194	227	209	192	187	192
Number of respondents	627	603	631	509	715	704	611	1,102	665	776	782	778	763

x Less than 1 percent.

Question 62: Would you or would you not like to learn more about cooking any of these meats?--Continued

Meats would like to learn more about cooking	Family income			Family size		
	Lower	Middle	Upper	1 or 2	3 or 4	5 or more
	Percent					
A pot roast of beef	13	14	18	11	18	18
An oven roast of beef	11	15	17	10	18	14
Steak (beef)	11	14	13	8	17	14
Ground beef	15	20	22	12	24	24
Stew beef, dishes made with stew beef	11	16	19	10	19	18
Chicken	15	17	23	12	22	21
Lamb	6	9	12	8	9	9
Bacon	1	2	2	1	3	2
Ham or picnic	3	7	8	4	8	6
Smoked pork sausage	1	2	2	1	2	3
Fresh pork sausage	2	3	3	1	3	4
Pork roast	6	8	9	5	11	8
Pork chops	5	8	9	3	10	10
Spareribs	6	10	11	6	11	10
Other	1	1	1	x	1	2
None of them	48	35	30	53	28	27
All of them	16	19	22	16	20	24
Total	171	200	221	161	224	214
Number of respondents	982	1,062	859	1,313	1,071	715

x Less than 1 percent.

Question 63: For which, if any, would you be likely to try new recipes?

Meats would use for new recipes	U.S. total	Region				Community size						
		North-east	North Central	South	West	Metropolitan			Urban			Rural
						Total	City	Suburb	Total	City	Suburb	Total
	Percent											
A pot roast of beef	15	14	15	15	18	17	16	18	14	13	16	13
An oven roast of beef	13	11	13	14	18	16	17	14	13	12	15	11
Steak (beef)	12	8	14	12	16	11	11	11	12	11	13	14
Ground beef	31	21	34	35	39	27	26	28	29	25	32	38
Stew beef, dishes made with stew beef	16	16	17	14	22	17	16	19	15	13	17	17
Chicken	28	27	27	28	31	31	30	32	25	24	26	27
Lamb	7	8	6	6	8	8	9	7	7	11	4	5
Bacon	2	1	3	1	5	2	2	3	2	3	2	1
Ham or picnic	7	5	8	4	10	6	5	6	7	7	7	7
Smoked pork sausage	1	1	2	x	1	1	1	1	1	1	x	1
Fresh pork sausage	2	2	3	x	4	2	2	3	1	2	1	2
Pork roast	7	6	7	5	9	7	6	7	7	8	5	6
Pork chops	8	6	11	6	11	8	7	10	9	8	10	8
Spareribs	8	9	8	6	12	9	8	10	9	8	9	8
Other	1	1	1	1	x	1	1	1	1	1	1	1
None of them	30	36	28	29	25	28	32	22	32	36	28	30
All of them	12	13	12	11	13	16	14	21	11	11	11	9
Total	200	185	209	187	242	207	203	213	195	194	197	198
Number of respondents	3,099	874	909	849	467	1,075	648	427	939	464	475	1,085

x Less than 1 percent.

Question 63: For which, if any, would you be likely to try new recipes?--Continued

Meats would use for new recipes	Homemaker's age					Homemaker's education				Season			
	Under 30	30-39	40-49	50-59	60 and over	Grade school	Some high school	Completed high school	Any college	Winter	Spring	Summer	Fall
	Percent												
A pot roast of beef	20	19	15	13	9	9	14	16	21	17	13	14	15
An oven roast of beef	19	16	14	12	8	9	16	14	16	14	14	13	13
Steak (beef)	18	15	13	10	6	8	14	13	15	12	11	14	12
Ground beef	39	41	32	30	17	20	33	35	37	35	27	35	28
Stew beef, dishes made with stew beef	22	22	17	14	8	11	17	16	23	19	14	17	16
Chicken	39	35	29	23	14	16	30	30	36	32	27	29	23
Lamb	8	8	8	6	4	5	6	7	9	8	6	6	7
Bacon	4	2	2	2	x	1	1	2	3	2	2	2	2
Ham or picnic	11	8	8	4	2	4	6	7	9	7	7	6	7
Smoked pork sausage	2	1	1	x	x	1	1	1	2	1	1	1	1
Fresh pork sausage	4	3	2	1	x	1	2	2	2	2	2	2	2
Pork roast	11	9	7	4	2	3	7	7	9	7	6	7	6
Pork chops	15	12	8	5	3	5	9	8	12	10	7	9	7
Spareribs	15	9	10	5	2	5	8	9	11	9	8	8	8
Other	1	1	2	x	x	x	1	1	1	1	x	1	1
None of them	11	17	23	37	57	48	27	24	21	27	29	29	34
All of them	15	11	16	11	8	11	11	13	15	9	14	12	14
Total	254	229	207	177	140	157	203	205	242	212	188	205	196
Number of respondents	627	603	631	509	715	704	611	1,102	665	776	782	778	763

x Less than 1 percent.

Question 63: For which, if any, would you be likely to try new recipes?--Continued

Meats would use for new recipes	Family income			Family size			Tried new recipes	
	Lower	Middle	Upper	1 or 2	3 or 4	5 or more	Yes	No
	Percent							
A pot roast of beef	12	15	19	11	18	18	22	12
An oven roast of beef	10	14	17	11	16	14	19	11
Steak (beef)	9	14	15	8	16	14	18	10
Ground beef	25	33	38	22	36	40	46	25
Stew beef, dishes made with stew beef	14	16	22	12	19	21	23	14
Chicken	21	29	35	21	34	32	42	22
Lamb	6	6	9	6	7	8	8	6
Bacon	2	2	2	1	3	2	4	1
Ham or picnic	4	8	8	5	8	8	10	5
Smoked pork sausage	1	1	1	x	1	2	2	1
Fresh pork sausage	1	2	3	1	2	3	4	1
Pork roast	5	7	9	4	7	10	10	5
Pork chops	6	8	11	5	10	11	14	6
Spareribs	7	9	10	5	11	10	11	7
Other	1	1	1	x	1	1	2	x
None of them	41	26	19	44	21	18	8	39
All of them	10	13	15	11	13	14	17	10
Total	175	204	234	167	223	226	260	175
Number of respondents	982	1,062	859	1,313	1,071	715	924	2,174

x Less than 1 percent.

Question 64: For which, if any, would you like to learn more about how to make sure you are getting good meat?

Meats would like to learn more about selecting	U.S. total	Region				Community size						
		North-east	North Central	South	West	Metropolitan			Urban			Rural
						Total	City	Suburb	Total	City	Suburb	Total
	Percent											
A pot roast of beef	12	11	13	14	12	13	14	10	14	13	15	11
An oven roast of beef	16	14	15	18	15	16	16	15	19	19	19	12
Steak (beef)	17	16	17	18	17	17	17	16	19	17	20	16
Ground beef	14	14	14	16	12	14	15	14	15	14	16	13
Stew beef, dishes made with stew beef	6	7	5	6	5	7	7	6	6	8	4	5
Chicken	10	11	10	9	10	10	9	11	9	9	9	11
Lamb	3	4	3	3	4	4	5	4	4	5	4	1
Bacon	3	2	4	3	6	3	3	2	3	2	4	4
Ham or picnic	8	5	10	7	8	6	7	5	7	6	9	9
Smoked pork sausage	3	2	5	2	4	3	4	2	3	2	3	3
Fresh pork sausage	6	4	9	5	8	7	7	6	6	4	8	6
Pork roast	14	14	16	10	15	14	15	13	14	11	18	12
Pork chops	12	12	14	9	13	13	15	12	12	10	13	11
Spareribs	6	5	8	4	9	7	7	7	6	6	7	5
Other	x	x	x	x	1	1	1	1	x	x	-	x
None of them	32	34	32	30	32	30	31	29	31	36	26	34
All of them	27	24	27	29	28	31	29	33	24	22	27	25
Total	189	179	202	183	199	196	202	186	192	184	202	178
Number of respondents	3,099	874	909	849	467	1,075	648	427	939	464	475	1,085

x Less than 1 percent.

Question 64: For which, if any, would you like to learn more about how to make sure you are getting good meat?--Continued

Meats would like to learn more about selecting	Homemaker's age					Homemaker's education				Season			
	Under 30	30-39	40-49	50-59	60 and over	Grade school	Some high school	Completed high school	Any college	Winter	Spring	Summer	Fall
	Percent												
A pot roast of beef	14	13	13	11	10	11	12	12	15	14	12	13	11
An oven roast of beef	16	18	17	15	12	13	16	16	18	18	16	15	13
Steak (beef)	21	19	17	16	13	14	18	18	18	19	19	17	14
Ground beef	17	14	15	14	11	13	16	14	14	16	13	14	12
Stew beef, dishes made with stew beef	7	7	6	6	4	6	6	6	6	7	5	6	6
Chicken	11	12	9	10	9	10	12	9	11	13	9	9	9
Lamb	4	3	3	4	2	3	2	3	5	3	3	4	3
Bacon	5	4	3	2	2	2	3	4	4	4	3	3	3
Ham or picnic	12	9	7	6	3	4	8	8	9	9	7	6	9
Smoked pork sausage	5	3	3	2	1	2	3	3	5	3	3	3	3
Fresh pork sausage	11	7	6	5	3	4	5	8	8	8	5	5	6
Pork roast	24	19	12	8	6	7	14	17	16	15	14	12	14
Pork chops	20	16	10	8	5	7	13	14	13	14	10	11	12
Spareribs	12	7	6	4	2	3	6	7	8	6	7	5	6
Other	x	1	1	x	x	x	1	x	1	x	x	1	1
None of them	15	25	28	37	52	44	29	27	27	30	34	31	31
All of them	31	27	29	27	22	24	27	28	28	22	25	29	31
Total	225	204	185	175	157	167	191	194	206	201	185	184	184
Number of respondents	627	603	631	509	715	704	611	1,102	665	776	782	778	763

x Less than 1 percent.

Question 64: For which, if any, would you like to learn more about how to make sure you are getting good meat?--Continued

Meats would like to learn more about selecting	Family income			Family size		
	Lower	Middle	Upper	1 or 2	3 or 4	5 or more
	Percent					
A pot roast of beef	13	11	15	11	14	11
An oven roast of beef	14	15	19	14	18	15
Steak (beef)	17	17	20	16	20	16
Ground beef	14	14	15	12	16	15
Stew beef, dishes made with stew beef	7	5	7	6	6	7
Chicken	10	9	11	9	10	11
Lamb	3	3	4	4	3	3
Bacon	2	4	4	2	3	5
Ham or picnic	6	9	8	5	9	10
Smoked pork sausage	2	3	4	2	4	4
Fresh pork sausage	4	7	8	4	8	9
Pork roast	9	16	17	9	17	17
Pork chops	9	14	14	8	15	14
Spareribs	4	8	8	4	8	7
Other	x	1	x	x	x	1
None of them	38	28	26	42	25	23
All of them	26	28	26	24	28	31
Total	178	192	206	172	204	199
Number of respondents	982	1,062	859	1,313	1,071	715

x Less than 1 percent.

Question 65: Would you or wouldn't you like to buy any raw meat already frozen?

Buy frozen meat	U.S. total	Region				Community size						
		North-east	North Central	South	West	Metropolitan			Urban			Rural
						Total	City	Suburb	Total	City	Suburb	Total
	Percent											
Yes, I would	13	15	14	13	8	14	14	12	11	11	12	14
No, I would not	79	80	78	78	82	78	79	79	81	82	80	79
It depends	6	3	5	8	8	5	5	6	6	5	7	5
I already buy frozen meat	1	2	2	1	1	2	2	3	1	1	1	1
Don't know, no answer	x	x	x	x	x	x	x	x	x	x	x	x
Total	99	100	99	100	99	99	100	100	99	99	100	99
Number of respondents	3,099	874	909	849	467	1,075	648	427	939	464	475	1,085

Buy frozen meat	Homemaker's age					Homemaker's education				Season			
	Under 30	30-39	40-49	50-59	60 and over	Grade school	Some high school	Completed high school	Any college	Winter	Spring	Summer	Fall
Yes, I would	15	14	15	13	10	11	13	13	16	12	13	13	15
No, I would not	77	77	78	81	84	82	81	79	76	78	80	81	79
It depends	6	6	6	5	5	6	4	6	7	8	5	4	5
I already buy frozen meat	2	2	1	2	1	1	2	1	1	1	2	1	1
Don't know, no answer	x	1	x	-	1	x	x	x	x	x	-	1	x
Total	100	100	100	101	101	100	100	99	100	99	100	100	100
Number of respondents	627	603	631	509	715	704	611	1,102	665	776	782	778	763

Buy frozen meat	Family income			Family size		
	Lower	Middle	Upper	1 or 2	3 or 4	5 or more
Yes, I would	12	14	15	11	14	15
No, I would not	81	78	78	82	78	77
It depends	5	6	5	5	6	7
I already buy frozen meat	1	2	1	1	1	2
Don't know, no answer	x	x	x	x	x	x
Total	99	100	99	99	99	101
Number of respondents	982	1,062	859	1,313	1,071	715

x Less than 1 percent.

Question 66: Why is that? (Asked of homemakers who say they would like to buy meat already frozen)

	Percent	
Convenient, ready to use	39	
Freshness	23	
Stays fresher after purchase		15
Is fresher when purchased		9
Is protected in transit		2
Less expensive	11	
Prefer frozen meat (not specified)	9	
Good quality	9	
Saves shopping, can buy in quantity	7	
Favorable experience with frozen poultry	7	
If fresh meat not available	5	
Easy to prepare	3	
Trust commercial freezing methods	3	
Have on hand for emergency	2	
Other	2	
Don't know, no answer	7	
Total	127	
Number of respondents	409	

Question 66: Why is that? (Asked of homemakers who say they would not like to buy meat already frozen)

	Percent	
Lack of standards for judging meat	48	
Could not tell how long meat was frozen		30
Could not judge quality of meat		16
Could not tell if meat was re-frozen		5
Could not judge freshness of meat before freezing		3
Harmful effects	16	
Freezing harms taste of meat		15
Other effects		2
Visual criteria lacking	15	
Could not see what I'm buying		12
Could not see color		3
Could not see amount of waste		1
Don't like meat that has been frozen	15	
Would prefer to buy meat fresh	11	
Would prefer to freeze meat myself	9	
Dislike appearance of such meat	5	
Do not have freezer	5	
Thawing is a nuisance	5	
May thaw in transit from store	5	
Other	12	
Don't know, no answer	3	
Total	149	
Number of respondents	2,461	

Question 66: Why is that? (Asked of homemakers who say "it depends" whether or not they would like to buy meat already frozen)

	Percent
If assured of good quality meat before freezing	26
If meat is poultry	20
If reputation of store is good	10
If assured that length of time frozen is short	9
If price is reasonable	9
If fresh meat is not available	6
If kind of meat usually bought is available in frozen form only	6
If purchased for storage	6
If purchased for immediate use	5
If packed so meat can be seen	5
If right kind (variety) of meat is frozen	5
If meat is not thawed and refrozen	4
Other conditions	6
Don't know	7
No answer	3
Total	127
Number of respondents	175

Question 67: Which meats would you like to buy already frozen? (Asked only of homemakers who express an interest in buying frozen meat)

	Percent	
Beef	57	
Ground		23
Steak		21
Roast		9
Stew		5
Unspecified		21
Chicken	46	
Pork	24	
Chops		12
Roast		6
Spareribs		4
Other		4
Unspecified		7
Turkey	13	
Liver, chops, roasts (unspecified)	11	
Any of them	8	
Other meats	8	
Don't know, no answer	2	
Total	169	
Number of respondents	452	

Question 68: Do you sometimes buy fresh meat and then freeze it yourself?

Freeze fresh meat	U.S. total	Region				Community size						
		North-east	North Central	South	West	Metropolitan			Urban			Rural
						Total	City	Suburb	Total	City	Suburb	Total
	Percent											
Yes	87	89	87	83	89	89	85	95	90	90	91	82
No	11	10	10	15	10	11	15	5	9	10	8	14
We raise our own and freeze it	2	1	3	2	1	x	-	x	1	-	1	5
Total	100	100	100	100	100	100	100	100	100	100	100	101
Number of respondents	3,099	874	909	849	467	1,075	648	427	939	464	475	1,085

Freeze fresh meat	Homemaker's age					Homemaker's education				Season			
	Under 30	30-39	40-49	50-59	60 and over	Grade school	Some high school	Completed high school	Any college	Winter	Spring	Summer	Fall
Yes	92	90	90	86	78	79	88	91	88	86	87	86	88
No	7	9	8	11	19	18	10	9	10	13	11	12	10
We raise our own and freeze it	1	1	1	2	3	3	2	1	2	1	2	2	3
Total	100	100	99	99	100	100	100	101	100	100	100	100	101
Number of respondents	627	603	631	509	715	704	611	1,102	665	776	782	778	763

Freeze fresh meat	Family income			Family size		
	Lower	Middle	Upper	1 or 2	3 or 4	5 or more
Yes	79	91	92	82	91	91
No	19	8	7	17	8	7
We raise our own and freeze it	2	2	2	2	2	2
Total	100	101	101	101	101	100
Number of respondents	982	1,062	859	1,313	1,071	715

x Less than 1 percent.

Question 69: Why is that? (Asked only of homemakers who say they freeze fresh meat)

	Percent
Fewer shopping trips	39
Prevents spoilage	30
Convenient to store	24
Economical	22
Prevents waste	14
Other	20
Don't know, no answer	1
Total	150
Number of respondents	2,691

Question 69: Why is that? (Asked only of homemakers who say they do not freeze fresh meat)

	Percent
Prefer to buy in small quantities	38
Do not have a freezer	36
Prefer fresh meat, dislike frozen	22
Freezing deteriorates taste of meat	14
Other	22
Don't know, no answer	3
Total	135
Number of respondents	353

Question 70: Do you sometimes freeze beef, bacon, ham or picnic, pork, lamb or chicken? (Asked only of homemakers who said they freeze fresh meat)

Types of meat sometimes freeze	U.S. total	Region				Community size						
		North-east	North Central	South	West	Metropolitan			Urban			Rural
						Total	City	Suburb	Total	City	Suburb	Total
	Percent											
Beef	97	98	98	95	99	98	97	100	97	96	97	96
Bacon	32	29	33	32	37	29	26	33	31	33	28	37
Ham or picnic	35	31	37	38	36	30	28	34	34	31	37	42
Pork	73	73	77	71	70	71	65	78	75	75	76	73
Lamb	20	37	13	9	23	34	30	40	18	25	12	8
Chicken	93	94	92	95	91	92	90	96	93	94	92	94
Total	350	362	350	340	356	354	336	381	348	354	342	350
Number of respondents	2,746	785	815	725	421	958	553	405	852	416	436	936

Types of meat sometimes freeze	Homemaker's age					Homemaker's education				Season			
	Under 30	30-39	40-49	50-59	60 and over	Grade school	Some high school	Completed high school	Any college	Winter	Spring	Summer	Fall
Beef	97	99	98	97	96	93	97	99	98	96	97	98	97
Bacon	29	38	35	32	28	28	30	34	35	31	33	32	32
Ham or picnic	32	43	38	36	29	33	37	35	38	33	35	38	36
Pork	82	85	74	65	59	67	76	78	69	75	74	70	74
Lamb	15	18	25	24	21	18	15	22	25	18	23	21	20
Chicken	93	96	94	93	88	93	93	94	91	94	93	92	93
Total	348	379	364	347	321	332	348	362	356	347	355	351	352
Number of respondents	583	547	580	451	576	578	549	1,007	598	677	696	685	688

Types of meat sometimes freeze	Family income			Family size		
	Lower	Middle	Upper	1 or 2	3 or 4	5 or more
Beef	95	98	99	96	98	97
Bacon	28	32	37	29	34	35
Ham or picnic	33	34	40	31	37	41
Pork	68	76	77	63	79	81
Lamb	15	18	27	22	21	18
Chicken	92	93	93	89	95	96
Total	331	351	373	330	364	368
Number of respondents	795	982	801	1,095	989	662

Question 70: Do you sometimes freeze beef, bacon, ham or picnic, pork, lamb or chicken? (Asked only of homemakers who said they freeze fresh meat)--Continued

Types of meat sometimes freeze	Usage level										
	Beef		Chicken		Fresh pork			Ham			
	Higher	Lower	Higher	Lower	Higher	Medium	Lower	Higher	Higher/ medium	Lower/ medium	Lower
	Percent										
Beef	98	91									
Bacon											
Ham or picnic								44	42	42	31
Pork					90	85	60				
Lamb											
Chicken			96	90							
Total											
Number of respondents	2,424	316	1,635	1,077	953	773	801	436	665	622	757

Question 71: About how long do you think you can keep meat frozen before you should use it? (Asked only of homemakers who say they freeze fresh meat)

	Percent
1 week or less	9
Between 1 and 2 weeks	12
Between 2 and 4 weeks	16
Between 1 and 2 months	7
Between 2 and 4 months	11
Between 4 and 6 months	16
More than 6 months	9
Depends on the kind of meat	13
Depends on all other factors	3
Don't know, no answer	4
Total	100
Number of respondents	2,746

Question 80: Does your oven have a temperature control or thermostat or doesn't it?

Temperature control	U.S. total	Region				Community size						
		North-east	North Central	South	West	Metropolitan			Urban			Rural
						Total	City	Suburb	Total	City	Suburb	Total
	Percent											
Yes, it does	91	89	94	88	94	89	87	93	92	89	96	92
No, it does not	9	11	6	12	5	11	13	7	8	11	4	8
Total	100	100	100	100	99	99	100	100	100	100	100	100
Number of respondents	3,099	874	909	849	467	1,075	648	427	939	464	475	1,085

Temperature control	Homemaker's age					Homemaker's education				Season			
	Under 30	30-39	40-49	50-59	60 and over	Grade school	Some high school	Completed high school	Any college	Winter	Spring	Summer	Fall
Yes, it does	91	92	93	91	88	81	90	95	95	90	92	91	91
No, it does not	8	8	7	9	12	19	9	5	4	10	8	9	9
Total	99	100	100	100	100	100	99	100	99	100	100	100	100
Number of respondents	627	603	631	509	715	704	611	1,102	665	776	782	778	763

Temperature control	Family income			Family size		
	Lower	Middle	Upper	1 or 2	3 or 4	5 or more
Yes, it does	82	95	96	89	92	92
No, it does not	17	5	4	10	7	8
Total	99	100	100	99	99	100
Number of respondents	982	1,062	859	1,313	1,071	715

Question 81: Do you or don't you usually use a meat thermometer when you roast meat?

Use meat thermometer	U.S. total	Region				Community size						
		Northeast	North Central	South	West	Metropolitan			Urban			Rural
						Total	City	Suburb	Total	City	Suburb	Total
	Percent											
Yes, I do	17	20	17	9	23	22	19	26	15	15	16	12
No, I do not	80	76	81	87	74	74	76	71	81	81	81	85
I do not roast meat	3	4	2	4	3	4	5	2	3	4	3	3
Total	100	100	100	100	100	100	100	99	99	100	100	100
Number of respondents	3,099	874	909	849	467	1,075	648	427	939	464	475	1,085

Use meat thermometer	Homemaker's age					Homemaker's education				Season			
	Under 30	30-39	40-49	50-59	60 and over	Grade school	Some high school	Completed high school	Any college	Winter	Spring	Summer	Fall
Yes, I do	13	17	20	19	14	8	10	18	29	14	18	19	15
No, I do not	84	82	76	79	80	86	88	79	68	82	79	78	81
I do not roast meat	3	2	3	2	6	6	2	2	3	3	3	3	3
Total	100	101	99	100	100	100	100	99	100	99	100	100	99
Number of respondents	627	603	631	509	715	704	611	1,102	665	776	782	778	763

Use meat thermometer	Family income			Family size		
	Lower	Middle	Upper	1 or 2	3 or 4	5 or more
Yes, I do	9	15	26	16	19	15
No, I do not	85	82	73	79	80	83
I do not roast meat	6	3	1	6	1	2
Total	100	100	100	101	100	100
Number of respondents	982	1,062	859	1,313	1,071	715

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QUESTIONNAIRE

With the exception of check-box material, office record information, and free-answer space, the questionnaire used for this study is reproduced below in entirety. The cards used are reproduced at the end of the questionnaire. Responses to a few of the questions have not been reported because the data were not of value. Instructions to interviewers are in upper case letters.

Good _____, I am _____ from National Analysts, Inc., a marketing research firm in Philadelphia. We are conducting a study for the United States Department of Agriculture, all across the country to learn about people's attitudes toward some of the meats they eat. Your household has been selected to be part of this study.

1. HAND RESPONDENT CARD A. To begin with, I'd like to get some idea about the meats served in your home. As far as you can remember, which of these meats or meat products were served in the past month? RECORD TO RIGHT IN COL. A.

2. FOR EACH MEAT NOT CIRCLED IN COL. A ASK: In the past twelve months, was _____ served in your home? RECORD TO RIGHT IN COL. B. REFER TO QUESTIONS 1 AND 2: IF POT ROAST, OVEN ROAST, STEAK, OR GROUND BEEF CIRCLED "NO" IN COL. B, OMIT WHEN ASKING QUESTION 3.

3. HAND RESPONDENT CARD B. I'd like to get an idea of about how often you serve different kinds of beef. Which phrase on this card shows how often, on the average, you serve a pot roast of beef? About how often do you serve an oven roast of beef? Steak? Ground beef?

4. Considering all the various kinds of beef that you use, which phrase on this card shows how often, on the average, beef was served in your home during the past twelve months?

5. IF NOT AT ALL IN PAST 12 MONTHS IN QUESTION 4--Why do you suppose beef is NOT served in your home? What other disadvantages? NOW SKIP TO QUESTION 7.

6. IF ABOUT ONCE A MONTH, OR LESS OFTEN THAN ONCE A MONTH IN QUESTION 4--Why do you suppose beef is not served more often in your home? PROBE

7. HAND RESPONDENT CARD B. Let's talk about broiler and fryer chickens. Which phrase on this card shows how often, on the average, such CHICKEN was served in your home during the past twelve months?

8. HAND RESPONDENT CARD B. And which phrase shows how often, on the average, LAMB was served in your home during the past twelve months?

9. IF NOT AT ALL IN PAST 12 MONTHS IN QUESTION 8--Why do you suppose lamb is NOT served in your home? What other disadvantages? NOW SKIP TO QUESTION 13.

10. IF ABOUT ONCE A MONTH OR LESS OFTEN THAN ONCE A MONTH IN QUESTION 8--Why do you suppose lamb is not served more often in your home? PROBE

11. At what oven temperature do you roast lamb? IF RESPONDENT DOES NOT ROAST LAMB--SKIP TO QUESTION 13.

12. Do you usually serve roast lamb rare, medium, or well done?

13. HAND RESPONDENT CARD B. Now let's turn to bacon. Which phrase on this card shows how often, on the average, BACON was served in your home during the past twelve months?

14. IF NOT AT ALL IN PAST 12 MONTHS IN QUESTION 13--Why do you suppose bacon is NOT served in your home? What other disadvantages? IF RELIGIOUS REASON GIVEN SKIP TO QUESTION 28, OTHERWISE SKIP TO QUESTION 16.

15. IF ABOUT ONCE A MONTH OR LESS OFTEN THAN ONCE A MONTH IN QUESTION 13--Why do you suppose bacon is not served more often in your home? PROBE.

16. HAND RESPONDENT CARD B. EVERYONE, UNLESS BACON NOT SERVED FOR RELIGIOUS REASONS--Now, let's turn to other kinds of pork. Let's begin with hams and picnics -- some people call them smoked or cured pork. Which phrase shows how often, on the average, HAMS AND PICNICS were served in your home during the past twelve months? Please include all kinds of ham such as canned ham and ham steak, but NOT boiled ham which is sometimes called lunch meat.

17. IF NOT AT ALL IN PAST 12 MONTHS IN QUESTION 16--Why do you suppose hams or picnics are NOT served in your home? What other disadvantages? NOW SKIP TO QUESTION 23.

18. IF ABOUT ONCE A MONTH OR LESS OFTEN THAN ONCE A MONTH IN QUESTION 16--Why do you suppose hams or picnics are not served more often in your home? PROBE

19. HAND RESPONDENT CARD B. Let's talk about which types of hams or picnics you serve. Which phrase on this card shows how often, on the average, you serve canned ham? Other ham -- whether whole, butt or shank? Picnics?

20. At what oven temperature do you bake ham?

21. IF CANNED HAM NOT SERVED AT ALL IN PAST 12 MONTHS IN QUESTION 19, SKIP TO QUESTION 23, OTHERWISE CONTINUE. What brand of canned ham do you usually buy?

22. Is that imported or not?

23. HAND RESPONDENT CARD B. Let's talk about pork which has NOT been smoked or cured -- some people call it fresh pork. Which phrase shows how often, on the average, such PORK was served in your home during the past twelve months? Please include all pork, such as pork roast, pork chops, or fresh spareribs.

24. IF NOT AT ALL IN PAST 12 MONTHS IN QUESTION 23--Why do you suppose pork is NOT served in your home? What other disadvantages? NOW SKIP TO QUESTION 28.

25. IF ABOUT ONCE A MONTH OR LESS OFTEN THAN ONCE A MONTH IN QUESTION 23--Why do you suppose pork is not served more often in your home? PROBE

26. HAND RESPONDENT CARD B. Which phrase on this card shows how often, on the average, you serve a pork roast? Pork chops? Spareribs?

IF PORK ROAST SERVED AT ALL, ASK QUESTION 27, OTHERWISE, SKIP TO QUESTION 28.

27. At what oven temperature do you roast pork?

HAND RESPONDENT CARD C.

28. EVERYONE--This card has some phrases on it which some people think are true about certain meats. Which of these describe your opinions about beef? Any others?

29. Which of these describe your opinions about ham (or picnics)? Any others?

30. Which of these describe your opinions about pork? Any others?

31. Which describe your opinions about chicken? Any others?

32. Which of these ideas are especially important to you when you are considering which meats to buy?

33. As far as you know, is the meat you buy inspected or isn't it? IF YES, IT IS--CONTINUE. IF NO, IT ISN'T; DON'T KNOW; OR RAISE OWN MEAT DO NOT BUY--SKIP TO QUESTION 37.

34. How can you tell that meat has been inspected?

35. Who does this inspection of meat? IF "GOVERNMENT," PROBE FOR WHICH GOVERNMENT.

36. What does this inspection mean to you? IF MORE THAN ONE IN QUESTION 35, SPECIFY U.S. OR USDA IF MENTIONED--What does this (U.S. government) (USDA) inspection mean to you?

37. EVERYONE--As far as you know, is pork graded or not?

38. EVERYONE--And, as far as you know, is BEEF graded or not? IF YES, GRADED--CONTINUE; IF NO, NOT GRADED; OTHER OR DON'T KNOW--SKIP TO QUESTION 44.

39. How can you tell that beef has been graded? IF "STAMP" OR "STAMPED," PROBE FOR DESCRIPTION--i.e., COLOR, SHAPE.

40. Who does this grading of beef? IF "GOVERNMENT," PROBE FOR WHICH GOVERNMENT.

41. What does this grading mean to you? IF MORE THAN ONE IN QUESTION 40, SPECIFY U.S. OR USDA IF MENTIONED--What does this (U.S. government) (USDA) grading mean to you?

42. HAND RESPONDENT CARD D. Here is a list of grade labels for beef that might be used in some parts of the country. Are there any on this list that you have seen or heard of?

IF RESPONDENT HAS NAMED MORE THAN ONE GRADE IN QUESTION 42, CONTINUE, OTHERWISE SKIP TO QUESTION 44.

43. Of the grades of beef you mentioned, which is the top grade?

44. EVERYONE--Let's talk more about shopping for meat. Do you buy prepackaged meat, meat that is either cut or weighed out to order, or do you buy it both ways? IF PREPACKAGED ONLY, CUT OR WEIGHED OUT TO ORDER ONLY, OR OTHER--SKIP TO QUESTION 46; BOTH--CONTINUE.

45. IF "BOTH" IN QUESTION 44--Which way do you usually buy it?

46. EVERYONE--In buying meat, do you shop for price "specials": Most of the time, some of the time, only once in a while, or never?

There are meats which some people would serve at the main meal for certain situations, and other meats which they would NOT serve for these situations. HAND RESPONDENT CARD E.

47. Which of these meats do you think would be especially good for a warm weather meal for your family? Any others?

48. Which do you think would NOT be especially good for a warm weather meat for your family? Any others?

49. Which would be especially good if you want to serve an inexpensive meal? Any others?

50. Which would NOT be especially good if you want to serve an inexpensive meal? Any others?

51. Which would be especially good if you want to serve an easy-to-prepare meal? Any others?

52. Which would NOT be especially good if you want to serve an easy-to-prepare meal? Any others?

53. Which would be especially good when special guests are coming to eat? Any others?

54. Which would NOT be especially good when special guests are coming to eat? Any others?

55. Which would be especially good when you are not sure which meats your guests like? Any others?

56. Which would NOT be especially good when you are not sure which meats your guests like? Any others?

57. Let's turn to another idea now--outdoor cooking or barbecuing. Have you done any outdoor cooking or barbecuing in the past twelve months or not? IF NO, SKIP TO QUESTION 59.

58. HAND RESPONDENT CARD F. Which of these meats do you cook outdoors?

59. EVERYONE--In the past three months, have you or have you not tried any new recipes for preparing beef, pork, chicken or any other meat? IF NO, HAVE NOT, SKIP TO QUESTION 62.

60. For what meats was that?

61. Where did you learn about these "new" recipes for meat?

HAND RESPONDENT CARD G

62. EVERYONE--Would you or would you not like to learn more about cooking any of these meats? Any others?

63. For which, if any, would you be likely to TRY new recipes? Any others?

64. And for which, if any, would you like to learn more about how to make sure you are getting good meat? Any others?

65. Let's talk a little now about freezing meat. Would you or wouldn't you like to buy any raw meat already frozen? I'm talking now about buying it where you usually buy meat, not from a freezer plan.

66. Why is that?

67. IF "YES" IN QUESTION 65--Which meats would you like to buy already frozen?

68. EVERYONE--Do you sometimes buy FRESH meat and then freeze it yourself?

69. Why is that? IF "NO" IN QUESTION 68, NOW SKIP TO QUESTION 73.

70. IF "YES" IN QUESTION 68--Do you sometimes freeze: Beef, bacon, ham or picnic, pork, lamb, chicken?

71. About how long do you think you can keep meat frozen before you should use it?

72. Do you usually cook meat FROZEN, do you PARTIALLY thaw it, or do you COMPLETELY thaw it before cooking?

73. Many people say there are things they don't like so well about meat or the way it is sold. What don't you like so well? What else? REPEAT PROBE UNTIL RESPONDENT INDICATES NO FURTHER IDEAS.

74. We have been talking about beef, bacon, hams, picnics and pork. Is there anything ELSE you don't like so well about any of these? IF "YES," -- Which? Any others? IF "YES, ALL OTHERS" or "NO, NOTHING ELSE," SKIP TO QUESTION 76.

75. FOR EACH "YES" IN QUESTION 74 -- Tell me more about that. What ELSE don't you like so well about _____?

CLASSIFICATION DATA: EVERYONE. Thank you. Now when we put together all the things people have told us, we group together the answers from people who are alike in one or more ways. In order to know into which groups to put your answers, we need to know something about you and your family.

76. First, tell me how old you are.

77. Now, please tell me the ages of all the people living and eating here starting with the oldest person, then the next oldest, and so on.

78. FOR EACH--How is the oldest--OR STATE AGE--related to you? And the next oldest? CONTINUE UNTIL ALL INDICATED. INDICATE SEX. ASK, IF NECESSARY--i.e., "COUSIN," "CHILD."

79. Was beef served in your parents' home when you were living at home with them, or not? How about ham or picnics? How about pork?

80. Now I'd like to ask you a few questions about the equipment you use. Does your oven have a temperature control or thermostat, or doesn't it?

81. Do you or don't you USUALLY use a meat thermometer when you roast meat?

82. Now some questions about yourself. What was the last grade of school you completed?

83. Are you employed either part time or full time?

84. What kind of work does the head of the household do? In what industry?

85. HAND RESPONDENT CARD H. And finally, which number shows the group which contains your total family income from all sources BEFORE taxes. Just read me the number.

Thank you for your cooperation.

CARDS USED IN THE INTERVIEWS

CARD A

Steak (beef) such as sirloin, T-bone, or ribsteak
A pot roast of beef--one that is generally cooked in a covered pot
An oven roast of beef--one that is generally cooked in the oven
Ground beef
Stew beef
Bacon
Canned ham
Ham or picnic
Ready-to-serve sliced ham (lunch meat)
Wieners, franks, hot dogs
Smoked pork sausage
Fresh pork sausage
Pork roast
Pork chops
Cold cuts (bologna, salami, etc.)
Chicken
Lamb
Veal

CARD B

Two or more times a week
About once a week
Two or three times a month
About once a month
Less often than once a month
Not at all in past twelve months

CARD C

Easy to digest - - - - - - Hard to digest
Not sure of good quality - Sure of good quality
Does not keep well before cooking - - - - - - - - - Keeps well before cooking
Don't get tired of - - - - Get tired of
High in cholesterol - - - Low in cholesterol
Good to eat cold - - - - - Not good to eat cold
Many different ways to cook- - - - - - - - - - - Not many different ways to cook
Low in protein - - - - - - High in protein
Not too much waste - - - - Too much waste
High in vitamins and minerals- - - - - - - - - Low in vitamins and minerals
Not tasty- - - - - - - - - Tasty
Always safe to eat - - - - Not always safe to eat
Not good for people who are watching their weight- Good for people who are watching their weight
Healthful to eat - - - - - Not healthful to eat

CARD D

USDA Grade A
USDA Standard
USDA #2
USDA Choice
USDA #1
USDA Prime
USDA Grade AA
USDA Commercial
USDA First cut
USDA Good

CARD E

Steak (beef) such as sirloin, T-bone, or ribsteak
A pot roast of beef--one that is generally cooked in a covered pot
An oven roast of beef--one that is generally cooked in the oven
Ground beef
Stew beef
Ham or picnic
Wieners, franks, hot dogs
Pork roast
Pork chops
Chicken
Lamb

CARD F

Steak (beef) such as sirloin, T-bone, or ribsteak
Ground beef
Ham or picnic
Pork chops
Spareribs
Chicken
Wieners, franks, hot dogs

CARD G

Steak (beef) such as sirloin, T-bone, or ribsteak
A pot roast of beef--one that is generally cooked in a covered pot
An oven roast of beef--one that is generally cooked in the oven
Ground beef
Stew beef, dishes made with stew beef
Bacon
Ham or picnic
Smoked pork sausage
Fresh pork sausage
Pork roast
Pork chops
Chicken
Lamb

CARD H

	Weekly	Annually
1.	Under $38	Under $2,000
2.	$38 - $57	$2,000 - $2,999
3.	$58 - $76	$3,000 - $3,999
4.	$77 - $95	$4,000 - $4,999
5.	$96 - $114	$5,000 - $5,999
6.	$115 - $134	$6,000 - $6,999
7.	$135 - $153	$7,000 - $7,999
8.	$154 - $172	$8,000 - $8,999
9.	$173 - $191	$9,000 - $9,999
10.	$192 - $230	$10,000 - $11,999
11.	$231 - $287	$12,000 - $14,999
12.	$288 or more	$15,000 or more

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